

Sears, Roebuck and Co.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

Spring and Summer 1942

CHICAGO



esses Described
on Page 13

Paste
Store-Over
Tab Here

Buy by mail
and save!

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Good Quality \$1.98

Better Quality \$2.98

Best Quality \$3.98

Many-purpose Sports Dress

A Kerrybrooke® version with roomy action back

The famous button-front dress everybody loves . . . because it suits every age, every figure . . . looks so trim, feels so comfortable . . . stays in style season-in, season-out. Wear it for practically every event of a busy day . . . shop in it, picnic in it, call on your neighbor or dress up for supper in it. For golf or bowling, it's ideal . . . note action sleeves and full back—points every woman wel-

comes for comfort and better wear. Button-front closing makes it easy to launder, easy to get into. Pleats add grace, give comfortable fullness. Sears offers this popular dress in three qualities . . . each tested for satisfactory washability . . . each in a complete size range from 12 to 20. Compare the value points . . . choose according to your needs and purse . . . Buy at Sears by mail and save.

Don't miss these rare values—use your credit. See inside back cover for Easy Terms
See page 19 for more sports clothes . . . styles for tennis, golf, other active sports



Note roomy action back

Good Quality \$1.98

Good washable Percale
We believe that many others will ask \$2.45

Truly splendid budget version of this ever-popular dress. Percale in tested washable two-color stripe looks so bright and cheery, see illustration left above; wears and washes well. Note smart bias flap pockets, real cuffs, generous use of pleats . . . details exceptional in a \$1.98 dress. Belt is good quality web elastic with smart leather-effect trim. Buttons are serviceable white composition.

Colors: White with Copen Blue-and-Navy Stripe, Navy Belt; or White with Maize-and-Brown Stripes, Brown Belt. Sizes 12, 14, 16, 18, 20. Be sure to state size and color.

7 L 2928—Shpg. wt., 1 lb. 1 oz. \$1.98

Better Quality \$2.98

Better washfast Percale
We believe that many others will ask \$3.49

A lustrous, luxurious quality . . . printed with clean-cut candy stripes, now so fashionable, see illustration, center above. Same smart Kerrybrooke styling as our best sports dress . . . done in fine Percale, it looks dressier than our \$1.98 quality . . . has these more-for-your-money details: belt with leather-effect trim is stronger, better-quality web elastic, buttons are white composition in a finer quality, prettier design.

Colors: Red-and-White Stripes, Red Belt; or Copen Blue-and-White Stripes, Deep Copen Belt. Sizes: 12, 14, 16, 18, 20. State size and color. ♦7NL2929—Shpg. wt., 1 lb. 1 oz. \$2.98

Buy by Mail and Save . . . It's easy to order from Sears

—Check your size . . . see size measurements, page 998; it's easy to get correct fit because Sears measurements are the same as best standards used everywhere in America. We guarantee correct fit and complete satisfaction or your money back.

—Garments on these two pages marked ♦ are shipped from Kansas City or New York, whichever is nearer you. Others are shipped from your nearest Mail Order House. Order all garments from nearest Sears Mail Order House and pay postage from there.

Kerrybrooke
SPORTS DRESS

*Kerrybrooke is Sears trade name
for Casual Clothes . . . styled to the
minute; you can wear them for years

Best
Quality

\$3.98

Fine candy-stripe cotton Seersucker

**We believe that many
others will ask \$4.89**

We chose Seersucker for our best Kerrybrooke sports dress because Seersucker is top fashion . . . because it is so cool and comfortable to wear, washes easily and needs only a bit of pressing. The quality is fine-textured and soft . . . with a dress-up look. The clean-cut candy stripes, illustrated on opposite page, top right, are smart and figure flattering. Colors are tested washfast; crinkle is permanent. Other top-notch details add to the superior quality. Buttons are gleaming fresh-water pearl. Belt is our better-grade web elastic with smart *real leather* trim. Workmanship is our best; sewing is neat and strong, inside seams pinked. Generous side seams, 2-inch hem. Colors: Red-and-White, Blue-and-White or Maize-and-White Stripes; Harmonizing Plain-color Belt.

Sizes: 12, 14, 16, 18, 20. State size and color. Shipping weight, 1 pound 1 ounce.

♦ 7 NL 2930 \$3.98

It pays to buy the best . . . use Sears Easy Terms

Best quality is always the better investment. Best quality *lasts*, but more than that, best quality looks *right longer*. Washed properly, given good care . . . this Seersucker Dress can be your stand-by for a second, perhaps a third summer. Use *Sears Easy Terms* . . . order undies, stockings, accessories you'll need . . . budget your payments over the months ahead. See *inside back cover*.



Good Quality \$1.98

Better Quality \$2.98

Best Quality \$3.98

The easy-to-wear Dirndl Dress

A beautifully styled Kerrybrooke® version in charming prints

The fashion that has won all hearts. Everybody adores it, everybody wears it, everybody wants not one dirndl but a whole wardrobe of them. For the dirndl is the all-time charmer. Its fitted bodice shows off a lovely figure. Its full-gathered skirt makes a waistline look tinier . . . flatters too-thin hips, hides those not so thin. A dirndl is a dress you can really wear without a girdle..the coolest, most winsome and wearable of summer fashions.

Sears offer this important dress in 3 qualities . . . each in a specially selected, tested washable Cotton Print; Sizes 12 to 18. Finest quality is the glazed chintz print, biggest cotton success of the season, sensational value at Sears price. You'll find a dirndl right for so many occasions . . . morning, noon and night . . . you can probably use all three of these charming dresses which prove how successfully you can "Buy by mail and save."

Don't miss these rare values . . . Easy Terms available, see inside back cover
Other Dirndl Dresses on page 13; Dirndl Skirts and Blouses on page 12



Good Quality

\$1.98

Selected polka dot Percale
We believe that many others will ask \$2.45

Prettier than most polka dots you'll see . . . the dots are just the right size to look cool and daisy-fresh, the colors your favorite soft blue or merry red, see illustration, left above. Percale is our serviceable good quality, laboratory tested for washability. Value features of this dirndl dress are the full gathered skirt, the well-cut bodice darted for good fit, the puff sleeves gathered prettily at shoulder and finished with neat band cuffs. Side closing with smart white composition buttons is new and different. Becoming round neck is finished with a fresh white piping. Inside seams are neatly pinked.

Colors: Copen Blue or Red with White Dots.
Sizes: 12, 14, 16, 18 only. State size and color.
71 2925—Shpg. wt., 1 lb. 1 oz. . . . \$1.98

Note full skirt



Better Quality

\$2.98

Apple print in better Percale
We believe that many others will ask \$3.49

Truly charming print . . . extraordinary in a \$2.98 dress! Designed specially for Sears . . . available only at Sears in mail-order. Makes the merriest, sweetest dirndl imaginable. Illustration, center above, shows you the print in close-up . . . gay little apples and dancing leaves on a cool white ground. Launderers spic-and-span . . . it's tested washable. The style is our excellent basic dirndl cut . . . with wide skirt, fitted bodice, puff sleeves with band cuffs. The buttons at side closing are freshwater pearl, another better quality detail. Inside seams are neatly pinked.

Colors: Apple-and-Leaf-Print in Red-and-Blue or Red-and-Green, both on White Ground.
Sizes: 12, 14, 16, 18 only. State size and color.
71 2926—Shpg. wt., 1 lb. 1 oz. . . . \$2.98

Note new side button closing

Save time . . . save money . . . It's easy to order by mail from Sears

Check Your Size . . . see measurements on Page 998. Sears measurements for fit are now the same as the best standards everywhere in America. Order by mail, phone or through Sears helpful order offices.

Garments marked ♠ on these 2 pages shipped from New York or Kansas City, whichever is nearer. Others shipped from your nearest Mail Order House. Order from nearest Mail Order House; pay postage from there.

Kerrybrooke
DIRNDL DRESS

*Kerrybrooke is Sears trade name for Casual Clothes . . . styled to the minute; you can wear them for years

**Best
Quality**

\$3.98

Clover print on glazed Chintz
**We believe that many
others will ask \$4.89**

Our top-grade dirndl dress is not only a style scoop . . . it's a sensational value scoop for Sears. Glazed Chintz is a first fashion in cottons, and chintz in this fine quality . . . in a print so beautiful, see illustration opposite page, top right, is remarkable at \$3.98. Design is exclusive with Sears in mail-order . . . you'll have a really different dress. Beautifully made with luxuriously wide skirt, full gathered into a young nipped waistline. Slim bodice, puff sleeves with band cuffs, side closing with freshwater pearl buttons. Deep hem. All inside seams neatly pinked. You'll wear this dirndl dress where you wouldn't usually wear a cotton, it's that dressy. Tested washable.

Colors: Clover Print on Light Maise, Peach, or White Ground. Sizes: 12, 14, 16, 18, only. Be sure to state size and color.

♣7 NI 2927—Shipping weight, 1 lb. 1 oz. \$3.98

Best quality is thriftiest

Best quality means fabrics that wear, style that lasts, workmanship that stands up. *Sears Easy Terms* offer a convenient pay-by-the-month way of buying the best. See inside back cover.

Back view
of
Chintz
Dress



Good Quality \$1.98

Better Quality \$3.98

Best Quality \$5.98

The long-jacket Slack Suit

A well-tailored Kerrybrooke* version—the jacket with set-in belt

Most important of the new slack suit fashions . . . designed first for best-dressed movie stars. Sports-loving California adopted it; now all America wants it. The trim long jacket does for your slacks what it does for your dresses . . . adds a world of style, slenderizes magically, conceals awkward lines, flatters your figure. You'll look smarter, younger, better groomed . . . you'll feel definitely better dressed, indoors or out, in a jacket slack suit.

Sears bring you this leading fashion in the style best-liked: the jacket with set-in belt, popular because it goes on easily, looks neat as a pin, fits with free and easy comfort. Slacks in our own famous-for-fit cut hang superbly . . . complete the spic-and-span tailored look. Choose this splendid suit from 3 qualities . . . each in a complete size range from 12 to 20. Each an outstanding value that proves how you can "Buy by mail and save."

Don't miss these rare values. Easy Terms available, see inside back cover.
For complete line of Slacks and Slack Suits, see pages 14, 15, 16 and 17



Good Quality **\$1.98**
2-piece

Denim in stripes and plain
We believe that many others will ask \$2.45

Your favorite long-wearing Denim in a sparkling new color combination . . . gay Mexican stripes with soft surf blue. See illustration, left above. Makes a serviceable Slack Suit with loads of style. Trim long-length jacket is our featured, fashion-right cut with set-in belt, flap pocket trim at waist, top hanky pocket. Slacks are trimly tailored with button closing, wide 2-button waistband, mannish hip pocket at back. Crotch seams double-stitched. Wear slacks or jacket separately, too.

Color: Surf Blue Slacks; Multi-color "Mexican" Striped Jacket.

Sizes: 12, 14, 16, 18, 20. State size.

7 L 2931—Shpg. wt., 1 lb. 5 oz. . . \$1.98



Better Quality **\$3.98**
2-piece

Fine fabric in hit colors
We believe that many others will ask \$4.89

The season's pet color scheme . . . navy slacks topped by a jacket in bold, brave red to set off your tan. See illustration, center above. Fabric is a fashion favorite, too . . . a nubby linen-like texture—75% fine Cotton, 25% Spun Rayon—specially processed to stay in press longer. Jacket has fine matching buttons, pocket flaps at hips, real hanky pocket. Slacks with soft front pleats, 2-button waistband and side button placket, may be worn with shirts, too. Jacket is perfect with dresses or skirts. Wash by hand separately; Sears recommend Lux. Color: Jacket in Red; Slacks in Navy Blue. Sizes: 12, 14, 16, 18, 20. State size.

◆ 7 NL 2932—Shpg. wt., 1 lb. 8 oz., \$3.98

Save time . . . Save money . . . It's easy to order by mail from Sears

—Check your size . . . see size measurements, Page 998. Because our measurements for fit are now the same as the best standards everywhere, it's easy to get correct fit by mail, 'phone or through Sears Order Offices.

—Garments marked ◆ are shipped from New York or Kansas City, whichever is nearer you. Others are shipped from your nearest Mail Order House. Order from your nearest Mail Order House and pay postage from there.

6 SEARS, ROEBUCK AND CO. □



*Kerrybrooke is Sears trade name for Casual Clothes . . . styled to the minute; you can wear them for years

Best Quality **\$5.98**
2-piece

Selected fine Rayon Faille
We believe that many others will ask \$6.98

Woven by one of America's leading mills . . . used in much costlier slack suits because the quality is so fine and serviceable, the colors and weave so fashion-right. See illustration, opposite page, top right. Specially finished, too, to stay in press longer . . . keeps the slick trouser crease you want. Entire suit is superbly tailored. Long-length jacket with set-in belt has top-stitched finish. Hanky pocket and flap pocket trim at hips add girl-in-uniform swank. Slacks have stitched-down pleats at front, zip placket. Fine buttons, covered shoulder pads, pinked inside seams are quality details. Dry cleaning recommended.

Colors: Copen Blue, Luggage Brown 212 or Navy. Sizes: 12, 14, 16, 18, 20. State size, color.

♦ 7 NL 2933—Shpg. wt., 1 lb. 6 oz. . . . \$5.98

Best Quality . . . the better investment

Today more women are buying the best because the best gives long-term service. *Sears Easy Payment Plan* permits a month-by-month budget that makes larger expenditures easier. See inside back cover.



View showing well-cut back



Good Quality \$2.98

Better Quality \$3.98

Best Quality \$4.98

The all-purpose 2-piece Playsuit

A Kerrybrooke* version with separate button-front dirndl skirt

One of the most practical summer fashions ever designed because you can put on the separate skirt over the one-piece playsuit and look well-dressed almost anywhere. Take off the skirt and you're ready for action, whether for sports or house work or just having fun-in-the-sun. What's more, you can use this separate skirt with other blouses . . . toss it over the playsuit as a cape . . . many ways to wear it, all wonderful.

Sears bring you this basic playsuit in favorite fashions: the border print, candy stripes and the brilliantly colorful tropical print that's one of the important California styles you'll see featured for summer 1942. Skirt is the dirndl you like so well . . . easy on, easy to iron button-front style. Playsuit is the preferred 1-pc. tailored classic. Choose from 3 qualities, 3 fabrics, 3 prices . . . Sizes 12 to 20. "Buy by mail and save."

Don't miss these rare values—Use your credit. Easy Terms available, see inside back cover
For complete line of Playsuits and Playclothes, see pages 10, 11, 16 and 17



Good Quality **\$2.98**
2-piece

Tested washable Percale
We believe that many others will ask \$3.49

Bright as the first day of summer . . . our good quality playsuit in a charming combination of print-and-plain Percale. Skirt in gay floral print with smart border pattern, see illustration left above, is cut full; belt has ties that form soft bow at front. Makes a perfect separate to wear with summer blouses. Playsuit has collar and cuff trims in matching print, set-in belt, well-cut shorts with front pleats. Buttons throughout are fresh-water pearl. Inside seams are neatly pinked.

Color: Open Blue Playsuit; Skirt in colorful border Print. Sizes: 12, 14, 16, 18, 20. State size.

7 L 2934—Shpg. wt., 1 lb. 3 oz. . . \$2.98

Looks like a dress when skirt is buttoned



Better Quality **\$3.98**
2-piece

Tubfast cotton Seersucker
We believe that many others will ask \$4.89

Cool, crinkly Seersucker is more than ever in fashion . . . ideal for playsuits because it washes so easily, needs no ironing. The quality we've used is soft and fine with the candy stripe print you'll find in better Seersucker dresses (see illustration center above). One-piece playsuit is especially well tailored. Shirt has cool open collar, shirred yoke back, covered shoulder pads. Shorts with front pleats. Button-front dirndl skirt with wide waistband makes a trim summer separate. Wear it capewise when the breezes blow chilly. Colors: Blue, Red or Maize Stripes on White Ground. Sizes: 12, 14, 16, 18, 20. State size, color.

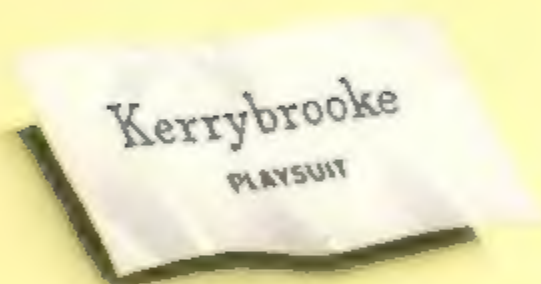
♦ 7 NL 2935—Shpg. wt., 1 lb. 2 oz. . . \$3.98

Wear as cape, too!

Save time . . . save money . . . it's easy to order by mail from Sears

—Check your size . . . see measurements on Page 998. Sears measurements for fit are now the same as the best standards everywhere in America. Order by mail, 'phone or through Sears helpful Order Offices.

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*Kerrybrooke is Sears trade name for Casual Clothes . . . styled to the minute; you can wear them for years

**Best
Quality**

\$4.98
2-piece

Prize print on fine Rayon Crepe
**We believe that many
others will ask \$5.98**

A dress-up playsuit that is luxury itself . . . from the summer-cool fabric to the gorgeous tropical print. A style inspired by those famous California fashions you've seen in the movies, read about in fashion magazines. It's a suit to give you many-way service. Full-gathered button-front dirndl skirt with soft ties at waist front makes a perfect separate. Worn over playsuit as illustrated, the effect is that of a charming dress. One-piece playsuit is a perfect classic with shirred back yoke, set-in belt, front-pleat shorts. Both playsuit and skirt are finely made. Print is hand washable; Sears recommend LUX.

Colors: Tropical Print on Aqua Blue or Maize Ground. Sizes: 12, 14, 16, 18, 20. State size, color.
♦7 NL 2936—Shpg. wt., 1 lb. 1 oz. . . . \$4.98

Buy the best . . . use Easy Terms

A fine playsuit like this pays for itself twice over in long-term satisfaction. *Sears Easy Payment Plan* permits convenient month-by-month budget payments. See inside back cover.





Pick of the Playsuit Fashions

Fine quality 2-piece outfits

Beautifully styled and well-made . . . Skirts on, they look like smart dresses . . . Skirts off, you're ready for sun and fun. Sizes 12 to 20

Ⓐ Dress and Playsuit

\$3.98
2-pcs.

California-inspired Cotton Print in brilliant Hibiscus flower design. The button-front dress, with yoke-back and swirl skirt, may be worn by itself. Finely made halter playsuit has 2 inverted pleats at front, double "bra" top. Washfast.

Color: Red and Green Print on White Ground. Sizes: 12, 14, 16, 18, 20. State size. Shipping weight, set, 1 pound 5 ounces.

• 7 NL 2937—2 pieces. \$3.98

Ⓑ Skirt and Playsuit

\$2.98
2-pcs.

Swaggy dirndl skirt over well-made playsuit with new, square neck. Double value . . . wear skirt with blouses, too. Charming Percale print with lavish eyelot cotton Batiste embroidery trim. Dainty buttons. Tested washable.

Color: Dainty Print on Maize or Blue. Sizes: 12, 14, 16, 18. State size, color. Shpg. wt., set, 1 lb. 1 oz.

• 7 NL 2939—2 pieces. \$2.98

Ⓒ Chambray Outfit

\$2.29
2-pcs.

Washable, durable, well-tailored . . . a first-rate bargain. Button-front 4-gore skirt is in serviceable woven stripes; makes a perfect separate to wear with blouses. Well-made classic 1-piece playsuit has trim set-in belt, front-pleat shorts.

Color: Surf Blue. Sizes: 12, 14, 16, 18, 20. State size. Shpg. wt., set, 1 lb. 2 oz.

• 7 NL 2940—2 pieces. \$2.29

Ⓓ Dirndl Skirt and Playsuit in Rayon Crepe

\$3.98
2-pcs.

Dressy play twosome in fine quality and the loveliest taste you could ask. Full-gathered, button-front dirndl skirt is a beauty by itself; makes this outfit double as a go-everywhere dress. Classic playsuit has yoke-back shirt, front-pleat shorts, trim set-in belt. Wash by hand in safe, gentle Lark. Color: White Print on Copen Blue or Rose-Red. Sizes: 12, 14, 16, 18, 20.

• 7 NL 2938—State size, color, Shpg. wt., 1 lb. 2 pieces, \$3.98



Buy the
Shirt to
wear with
Playsuit



Kerrybrooke
PLAY CLOTHES



California styling in the Season's most famous print

Hawaiian-inspired design on luxurious Rayon Crepe
... superbly styled and finely made ... Sizes 12 to 18

Bra-Top Playsuit

2 piece set complete **\$398**
Bra and Shorty Skirt Set

(A) Softly tailored shirt with long sleeves, buttoned front, and a fitted, lined halter. Jersey underpanties with legs. Fitted, lined halter. Colors: White, Red, Blue, Green, Yellow, Orange, Pink, Purple, Brown, Tan, Black, Grey, Silver, Gold, Bronze, Copper, Nickel, Chrome, Platinum, Titanium, Zirconium, Bismuth, Antimony, Arsenic, Boron, Cadmium, Calcium, Carbon, Chlorine, Cobalt, Chromium, Copper, Fluorine, Gallium, Germanium, Gold, Hafnium, Helium, Hydrogen, Indium, Iridium, Iron, Lead, Lithium, Magnesium, Manganese, Mercury, Molybdenum, Neon, Niobium, Nitrogen, Osmium, Oxygen, Palladium, Phosphorus, Potassium, Rhenium, Rhodium, Rubidium, Rutherfordium, Selenium, Silver, Strontium, Sulfur, Tantalum, Tellurium, Thallium, Thorium, Tin, Vanadium, Xenon, Yttrium, Zinc, Zirconium.

Shirt and Dirndl Skirt

Both sold
separately **\$339** EA

(B) Softly Tailored Shirt with long sleeves, buttoned front, and a fitted, lined halter. Jersey underpanties with legs. Fitted, lined halter. Colors: White, Red, Blue, Green, Yellow, Orange, Pink, Purple, Brown, Tan, Black, Grey, Silver, Gold, Bronze, Copper, Nickel, Chrome, Platinum, Titanium, Zirconium, Bismuth, Antimony, Arsenic, Boron, Cadmium, Calcium, Carbon, Chlorine, Cobalt, Chromium, Copper, Fluorine, Gallium, Germanium, Gold, Hafnium, Helium, Hydrogen, Indium, Iridium, Iron, Lead, Lithium, Magnesium, Manganese, Mercury, Molybdenum, Neon, Niobium, Nitrogen, Osmium, Oxygen, Palladium, Phosphorus, Potassium, Rhenium, Rhodium, Rubidium, Rutherfordium, Selenium, Silver, Strontium, Sulfur, Tantalum, Tellurium, Thallium, Thorium, Tin, Vanadium, Xenon, Yttrium, Zinc, Zirconium.

4-pc. Set **\$1000**
Complete

Save on complete 4-pc. set. Shirt, Skirt and 2-pc. Playsuit. Colors: White, Red, Blue, Green, Yellow, Orange, Pink, Purple, Brown, Tan, Black, Grey, Silver, Gold, Bronze, Copper, Nickel, Chrome, Platinum, Titanium, Zirconium, Bismuth, Antimony, Arsenic, Boron, Cadmium, Calcium, Carbon, Chlorine, Cobalt, Chromium, Copper, Fluorine, Gallium, Germanium, Gold, Hafnium, Helium, Hydrogen, Indium, Iridium, Iron, Lead, Lithium, Magnesium, Manganese, Mercury, Molybdenum, Neon, Niobium, Nitrogen, Osmium, Oxygen, Palladium, Phosphorus, Potassium, Rhenium, Rhodium, Rubidium, Rutherfordium, Selenium, Silver, Strontium, Sulfur, Tantalum, Tellurium, Thallium, Thorium, Tin, Vanadium, Xenon, Yttrium, Zinc, Zirconium.

Sears easy ordering
Check your size on Page 100
Easy Terms available on credit card
Garments on these 2 pages marked *
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E Bright with color \$1.19 **D Tie-around Dirndl \$1.98** **G Fiesta Dirndl \$1.98**

Dirndl in calico print on fine Percale... excellent value, at our thrifty price. Cut full for plenty of swing. Trim two-button waistband to nip your waist. Bands in merry colors for gay accent. Washable. Colors: Yellow or Blue Ground, with Colorful Floral Print. Sizes: 10, 12, 14, 16, 18. State size, color. Shipping weight, 13 oz. 7 L 3202—Each... \$1.19

Clean-cut stripes on fine Cotton Pique... launders beautifully. Ties any way you like... front, back or at side, with splashy bow. Wide lap-over, deep hem. Colors: Red-and-White Stripes or Blue-and-White Stripes. Sizes: Small (fits 23 to 25-in. waist); Med. (26 to 28 in. waist); Large (29 to 30-in. waist). State size, color. Shipping weight, 15 ounces. 7 L 3201—Each... \$1.98

Whirls with a wide sweep like a rumba dancer's skirt. Twin print ruffles, the under one in gay color. Slim, wide waistband; tight-tight sash. Fine calico-patterned Percale. Washable. Colors: Gay Print on Red or Blue Ground, both with Yellow Print under-ruffle. Sizes: 10, 12, 14, 16, 18. State size and color. Shipping weight, 15 ounces. 7 L 3203—Each... \$1.98

Buy by mail and save... everything available on Sears Easy Payment Plan... see inside back cover for details

Gay Dirndl Skirts in fine prints and the right Blouses to wear with them

Newest favorites... All washable... Sizes from 10 to 20

A Skirt in tropical print sunny California fashion \$1.98
Summer-cool and softly colorful... a print of real distinction. Makes a dress-up dirndl nice enough to dance or dine in. Cut luxuriously full, made with deep hem. Two-button waistband for neat, nipped look. In better Percale, tested washfast. Colors: Bright Red or Bright Blue, with Contrasting Print. Sizes: 10, 12, 14, 16, 18. State size, color. 7 L 3205—Shipping weight, 12 ounces... \$1.98

C Suspender Dirndl Skirt in lovely rosebud print \$1.98
Sweet as Grandma's courting days... wide-skirted, tiny-waisted dirndl with eyelet embroidery frilled hem, 2 rows of ric-rac. Trim two-button waistband. Good quality Percale in an adorable rosebud print that washes beautifully. Fine fashion value! Colors: Copen Blue or Yellow Grounds, Rose-and-White Print. Sizes: 10, 12, 14, 16, 18. State size, color. 7 L 3204—Shipping weight, 12 ounces... \$1.98

B Dirndl Blouse with low square-cut neck so popular \$1.00
Sears version is a splendid value... crisp-finished, fine Cotton Batiste with eyelet embroidery trim in unusually nice quality. Full cut, well made with fine stitching, pinked inside seams, ample tuck in. Color: White only. Sizes: 12, 14, 16, 18, 20; see How to Measure on Page 998. State size. 7 L 3008—Shipping weight, 4 ounces... \$1.00

D Button-front Dirndl Blouse with little-girl round neck \$1.00
Beautifully made in our dainty, crisp-finish fine Cotton Batiste. Eyelet embroidery is fine quality, rare at this price. Deep front facing; yoke at back and front. Perfect with skirt shown... any skirt. Color: White only. Sizes: 10, 12, 14, 16, 18; see How to Measure, Page 998. State size. 7 L 3011—Shipping weight, 4 ounces... \$1.00

Buy by Mail and Save... it's easy to order from Sears

All garments on these 2 pages are stocked in your nearest Sears Mail Order House so we can serve promptly. This means that most shipments will arrive in a few days. Order and pay postage from your nearest Sears Mail Order House.

—Check your size... see size measurements, Page 998. Measurements for fit used in our skirts, blouses and dresses are same as best standards used in America. It's easy to get correct fit at Sears by mail, phone or through our helpful order offices.



Mother and Daughter Dirndl Dresses Charming for big or little sisters too

A winsome fashion more popular than ever

Ⓐ Percale in Gay Candy Stripes

\$3.98 **\$3.39** **\$2.49**

Mother's
Size

Growing Girl's
Size

Little Girl's
Size

Whirl-skirt dirndl dress over separate romper panties. Bodice has *Maisies* "Lastex" yarn shirring, guaranteed to stay shirred. Fits snugly—stretches. Washable Percale. Colors: Red or Copper blue, with White Stripes. State color. 71 L 2922 Mothers' Sizes: Small (fits sizes 10 to 12) Medium (fits sizes 14 to 16) Large (fits sizes 18 to 20) Shipping weight, 1 pound 2 ounces \$3.98 77 L 7588 Growing Girls' Sizes: Small (fits 7 to 8) Medium (fits 10 to 12) Large (fits 14 to 16) State size. Shipping weight, 1 pound 2 ounces \$3.39 38 L 5704 Little Girls' Sizes: Small (fits 1 to 2) Medium (fits 3 to 4) Large (fits 5 to 6) State size. Shipping weight, 7 ounces \$2.49

Ⓑ Fine Cotton Pique

\$2.98 **\$2.29** **\$1.89**

Mother's
Size

Growing Girl's
Size

Little Girl's
Size

Cool, crisp and snowy white... with ric-rac in contrasting color. Perfect for mother... for big or little daughters. True dirndl style with beautifully fitted bodice, full skirt. Closes down back with ocean pearl buttons. Two-inch hem. Pinked seams. Washfast. Colors: White with Red ric-rac; or White with Blue ric-rac. Be sure to state color and size. 71 L 2901 Mothers' Sizes: 12, 14, 16, 18. Shipping weight, 1 pound 3 ounces \$2.98 77 L 7590 Growing Girls' Sizes: 7, 8, 10, 12, 14, 16. Shipping weight, 14 ounces \$2.29 38 L 5702 Little Girls' Sizes: 3, 4, 5, 6, 6½. Shipping weight, 7 ounces \$1.89

Ⓒ Our Front Cover Dirndl Dress... Mothers' Size

Sweetest of dirndl styles with sprightly flounced skirt—flattering style for Mother—daring on big or little girls. Beautifully made in a lovely color—softened print on fine Percale, tested washable. Ric-rac trim. Pinked seams. State size and color. Colors: Dainty Print on Yellow or Soft Blue

\$2.98 **\$2.29** **\$1.89**

Growing
Girl's Size

Little
Girl's Size

71 L 2900 Mothers' Sizes: 12, 14, 16, 18. Shipping weight, 1 pound 1 ounce \$2.98 77 L 7594 Growing Girls' Sizes: 7, 8, 10, 12, 14, 16. Shipping weight, 14 ounces \$2.29 38 L 5700 Little Girls' Sizes: 3, 4, 5, 6, 6½. Shipping weight, 7 ounces \$1.89





Quality fabrics finely tailored Cut for good fit.. sizes 12 to 20

Buy the best.. Easy Terms available, see inside back cover

① Spun Rayon Gabardine

3-Piece outfit **\$5.98**
Complete

Tailored by a famous maker with a reputation for quality and style. This outfit is made of spun rayon gabardine, a fabric that is both soft and strong. The top is short-sleeved and the trousers are straight and comfortable. Colors: Flag Red, Bl. Size 14. State size and color. Weight 1 lb. 5 oz.

◆ 7 NL 2945 \$5.98

② New Linen-like Shantoy

Jacket or Slacks **\$2.98**
Each

The new Shantoy is made of a new fabric that is both soft and strong. It is a linen-like fabric that is perfect for summer wear. The jacket is short-sleeved and the slacks are straight and comfortable. Colors: Flag Red, Bl. Size 14. State size and color. Weight 1 lb. 5 oz.

Jacket in new longer length, about 28 in. Trim tailoring with firm-stitched edges.

Colors: Flag Red, Bl. Size 14. State size and color. Weight 1 lb. 5 oz.

Manish Zippered Slacks, Cuff Bottoms. Colors: Medium Bl. Size 14. State size and color. Weight 1 lb. 5 oz.

7 L 2948 \$2.98

③ De Luxe Sailor Fashion

Beautiful tailored slack suit with a new design. In a new design. Colors: Flag Red, Bl. Size 14. State size and color. Weight 1 lb. 5 oz.

Zippered. Colors: Flag Red, Bl. Size 14. State size and color. Weight 1 lb. 5 oz.

Colors: Flag Red, Bl. Size 14. State size and color. Weight 1 lb. 5 oz.

Manish Zippered Slacks, Cuff Bottoms. Colors: Medium Bl. Size 14. State size and color. Weight 1 lb. 5 oz.

7 NL 2946 \$4.98



Play Shoes on these two pages are described on pages 136, 137 and 138

Sears easy ordering
— Check Your Size
— Easy Terms Available
— Free Home Delivery



Surf Blue Denim Play Togs Sanforized for lasting fit

Especially well cut and well tailored . . . rayon braid trimmed
Strong seams and neat inside finish . . . Sizes from 12 to 18

Ⓓ Jacket and Culotte
\$1.98
Each

Well-tailored jacket in double-breasted effect. Two handy big pockets. Luxe seams pinked. Length, about 23 inches. Culotte (divided skirt) Cut to look like a sports skirt; gives trouser freedom as you move. Flap pocket at waist. Popular for bicycling, bowling, all sports. Both in our sturdy Sanforized Shrink Denim, maximum fabric shrinkage 1%.

Color: Surf Blue. Sizes: 12, 14, 16, 18 only. Be sure to state size.
7 L 2904—Jacket, Shpg. wt., 15 oz., \$1.98
7 L 2906—Culotte (divided skirt) Shpg. wt., 1 lb. 2 oz., \$1.98

Ⓔ Popular new Shortall
\$1.98

Cross between an overall and shorts—so smart and young looking, it's first choice with the young crowd everywhere. Sears version has all the right details—cuff bottoms, well fitted, h-cut top so you can wear it without a shirt. Real pocket, rayon braid-trimmed flap. Shrink Denim; won't shrink over 1%. Strongly made, well finished. Attractive Knit Cotton Shirt shown is described on our Active Sportswear Page 19.

Color: Surf Blue. Sizes: 12, 14, 16, 18 only. Be sure to state size.
7 L 2907—Shpg. wt., 15 oz., \$1.98

Ⓐ Overall \$1.98

Overall especially cut for good fit. High cut top darted snugly so you can wear it without shirt, too. Nicely detailed smart flap pocket has spic and span rayon braid trim. Sanforized-shrink Denim, won't shrink more than 1%. Strongly made throughout, neat inside finish. Color: Surf Blue. Sizes: 12, 14, 16, 18 only.
7 L 2903—State size, Shpg. wt., 1 lb. 4 oz., \$1.98

Chintz-print Sports Shirt. Cut long. Percale in sunny yell or for gray cont. with Denim. Nicely made. Colors: Yellow or Copen. Real Berry Print.
7 L 3067 Sizes: 12 14 16 18 20 State size color Shpg. wt. 1 lb. 4 oz. \$1.39

Ⓑ Sports Shirt \$1.39

Ⓒ Trim Slacks \$1.98

Cut for lasting good fit. Sanforized Denim won't shrink more than 1%. Perfect cut for trim fit and good hang. Flap pocket, rayon braid trimmed. Well tailored button placket, 2-button band. Crotch seams strong, stitched. Inside seams pinked. (Shirt is described on Pg. 19.) Color: Surf Blue. Sizes: 12, 14, 16, 18 only. State size.
7 L 2905 Shpg. wt., 1 lb. 2 oz., \$1.98

Ⓓ Handy Halters 59¢
Each

Snug V front. Two-button back closing cross over straps. Neat inside finish. Sizes: Small (fits 32 inch bust), Medium (34 to 36 inch bust), Large (38 to 40 inch bust). State size. Shipping weight each 5 ounces.
7 L 2970—Sanforized Denim (maximum shrinkage 1%) Color: Surf Blue . . . 59¢
7 L 2971 Denim (not Sanforized) Color: Multi color Mexican Stripes . . . 59¢



Early American woven checks New playclothes favorites

Rugged homespun-like cotton... copied from America's old-time frontier checks... Smart, new, different! Sizes 12 to 20

⑥ Shirt and Shorts

\$1.79 **\$1.79**
Shirt Shorts

Newest Classic Shirt. Can long like a man's... but it shows so it will look smart when outside too. Yoke with real cuffs. Fine buttons.

New long Boy Shorts. Everybody likes them for their trim, young look. Exceptionally well made with a snap, also set two side seam pockets. Turn up bottoms to make vests. Color: Blue and White Check Cotton. Sizes: 12, 14, 16, 18, 20. State size. Shipping weight, each, 14 ounces.
712914—Shirt \$1.79
712916—Shorts..... \$1.79

⑦ Jacket and Skirt

\$2.98 **\$1.79**
Jacket Shirt

Classic jacket tailored, spin-and-span line, no shoulders, many stylish seams. Line fastens. Length about 25 inches. Color: Blue and White Check Cotton. Sizes: 12, 14, 16, 18, 20. State size.

712912—Shpg. wt., 1 lb. 1 oz. \$2.98

Well-cut 6-gore Shirt with zip placket, patch pocket at side front. Neat tailored hem, pinked seams. State size. *Shirt shown is described on Page 2.*

Color: Blue and White Check Cotton. Sizes: 12 14 16 18 20
To Fit Waist 24 26 28 30 32 in.
712913—Shpg. wt., 14 oz. .. \$1.79

⑧ Slacks and Shirt

\$1.98 **89¢**
Slacks Shirt

Mannishly tailored slacks with off bottoms, two side seam pockets. Trim zip placket. Color: Blue and White Check Cotton. Sizes: 12, 14, 16, 18, 20. Shpg. wt., 1 lb. 3 oz.
712915—State size..... \$1.98

Man-tailored Sports Shirt with six button convertible collar, pleated action back. Double stitched seams throughout. Washfast Cotton Slub Broadcloth. Colors: White or Open Blue. Sizes: 12 14 16 18 20 22. State size and color.
713065—Shpg. wt. 7 oz. .. 89¢

It's easy to order from Sears.

—Check Your Size... see size measurements, Page 998. It's easy to get correct fit by mail, phone or through Sears Retail Order Offices.

—All garments on these two pages are stocked in your nearest Sears Mail Order House. These items that mail shipments will arrive in a few days. Order and pay postage only from your nearest Sears Mail Order House.

—Available on Sears Easy Terms... Why not pay as you wear on a month-by-month budget? See Inside Back Cover for complete details.

⑨ Work or Play Overall

\$1.98

1 leaf for gardening, for doing housework comfortably for back yard sunning. Will stand hard service too—the cotton fabric is so sturdy. Checks have neat-as-a-pin look. Style is designed for comfort. High cut and well fitted at front and back may be worn without a shirt. Ready pocket, easy-on button back closing. Strong overlocked seams. *Kina Cotton Shirt shown is described on our 4-page Sports Wear Page 19.* Color: Blue and White Check Cotton. Sizes: 12 14 16 18 20. State size.

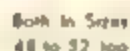
712917—Shipping weight 1 pound 4 ounces \$1.98

Kerrybrooke
PLAY CLOTHES

Play Shoes Shown on these 2 Pages
Described in our Play Shoe Section.

Buy by mail for thrifty savings... buy the best for long-time service.

□ PAGE 17..... SPORTSWEAR



Youthful styles in sizes 38 to 46

- Scientifically cut to slenderize ... to fit comfortably
- Roomy hips and armholes... easy fullness you like at bust

\$298

\$129 **\$169**

\$329

\$398

\$498

The season's most popular slacks will be made for a larger woman with all the great details as you see them. Slenderizing pleats, trim two-button waistband, well-tailored button placket. Fabric is smooth and smart, a fine quality that's perfect for slimmerizing, effect slimming seams neatly pinked. Dry cleaning recommended. Colors: 1 - navy blue or 2 - larger Women's Sizes: 34-40 44-46 State size, color, shoe. We'll ship it.

◆ 7 NL 2960 2.1% 5000 \$4.98

18...SEARS, ROEBUCK AND CO. ☐

Scans from <https://christmas.musetechnical.com>

Buy by Mail and Save . . . it's easy to order from Sears

—Check Your Size

It's easy to get by mail, 'phone or through

Sears helped...

- Available on Sears Easy Terms ~~just the way you like it~~

1944-45 1945-46 1946-47 1947-48 1948-49 1949-50 1950-51 1951-52 1952-53 1953-54 1954-55 1955-56 1956-57 1957-58 1958-59 1959-60 1960-61 1961-62 1962-63 1963-64 1964-65 1965-66 1966-67 1967-68 1968-69 1969-70 1970-71 1971-72 1972-73 1973-74 1974-75 1975-76 1976-77 1977-78 1978-79 1979-80 1980-81 1981-82 1982-83 1983-84 1984-85 1985-86 1986-87 1987-88 1988-89 1989-90 1990-91 1991-92 1992-93 1993-94 1994-95 1995-96 1996-97 1997-98 1998-99 1999-00 2000-01 2001-02 2002-03 2003-04 2004-05 2005-06 2006-07 2007-08 2008-09 2009-10 2010-11 2011-12 2012-13 2013-14 2014-15 2015-16 2016-17 2017-18 2018-19 2019-20 2020-21 2021-22 2022-23 2023-24 2024-25 2025-26 2026-27 2027-28 2028-29 2029-30 2030-31 2031-32 2032-33 2033-34 2034-35 2035-36 2036-37 2037-38 2038-39 2039-40 2040-41 2041-42 2042-43 2043-44 2044-45 2045-46 2046-47 2047-48 2048-49 2049-50 2050-51 2051-52 2052-53 2053-54 2054-55 2055-56 2056-57 2057-58 2058-59 2059-60 2060-61 2061-62 2062-63 2063-64 2064-65 2065-66 2066-67 2067-68 2068-69 2069-70 2070-71 2071-72 2072-73 2073-74 2074-75 2075-76 2076-77 2077-78 2078-79 2079-80 2080-81 2081-82 2082-83 2083-84 2084-85 2085-86 2086-87 2087-88 2088-89 2089-90 2090-91 2091-92 2092-93 2093-94 2094-95 2095-96 2096-97 2097-98 2098-99 2099-00 2100-01 2101-02 2102-03 2103-04 2104-05 2105-06 2106-07 2107-08 2108-09 2109-10 2110-11 2111-12 2112-13 2113-14 2114-15 2115-16 2116-17 2117-18 2118-19 2119-20 2120-21 2121-22 2122-23 2123-24 2124-25 2125-26 2126-27 2127-28 2128-29 2129-30 2130-31 2131-32 2132-33 2133-34 2134-35 2135-36 2136-37 2137-38 2138-39 2139-40 2140-41 2141-42 2142-43 2143-44 2144-45 2145-46 2146-47 2147-48 2148-49 2149-50 2150-51 2151-52 2152-53 2153-54 2154-55 2155-56 2156-57 2157-58 2158-59 2159-60 2160-61 2161-62 2162-63 2163-64 2164-65 2165-66 2166-67 2167-68 2168-69 2169-70 2170-71 2171-72 2172-73 2173-74 2174-75 2175-76 2176-77 2177-78 2178-79 2179-80 2180-81 2181-82 2182-83 2183-84 2184-85 2185-86 2186-87 2187-88 2188-89 2189-90 2190-91 2191-92 2192-93 2193-94 2194-95 2195-96 2196-97 2197-98 2198-99 2199-00 2200-01 2201-02 2202-03 2203-04 2204-05 2205-06 2206-07 2207-08 2208-09 2209-10 2210-11 2211-12 2212-13 2213-14 2214-15 2215-16 2216-17 2217-18 2218-19 2219-20 2220-21 2221-22 2222-23 2223-24 2224-25 2225-26 2226-27 2227-28 2228-29 2229-30 2230-31 2231-32 2232-33 2233-34 2234-35 2235-36 2236-37 2237-38 2238-39 2239-40 2240-41 2241-42 2242-43 2243-44 2244-45 2245-46 2246-47 2247-48 2248-49 2249-50 2250-51 2251-52 2252-53 2253-54 2254-55 2255-56 2256-57 2257-58 2258-59 2259-60 2260-61 2261-62 2262-63 2263-64 2264-65 2265-66 2266-67 2267-68 2268-69 2269-70 2270-71 2271-72 2272-73 2273-74 2274-75 2275-76 2276-77 2277-78 2278-79 2279-80 2280-81 2281-82 2282-83 2283-84 2284-85 2285-86 2286-87 2287-88 2288-89 2289-90 2290-91 2291-92 2292-93 2293-94 2294-95 2295-96 2296-97 2297-98 2298-99 2299-00 2300-01 2301-02 2302-03 2303-04 2304-05 2305-06 2306-07 2307-08 2308-09 2309-10 2310-11 2311-12 2312-13 2313-14 2314-15 2315-16 2316-17 2317-18 2318-19 2319-20 2320-21 2321-22 2322-23 2323-24 2324-25 2325-26 2326-27 2327-28 2328-29 2329-30 2330-31 2331-32 2332-33 2333-34 2334-35 2335-36 2336-37 2337-38 2338-39 2339-40 2340-41 2341-42 2342-43 2343-44 2344-45 2345-46 2346-47 2347-48 2348-49 2349-50 2350-51 2351-52 2352-53 2353-54 2354-55 2355-56 2356-57 2357-58 2358-59 2359-60 2360-61 2361-62 2362-63 2363-64 2364-65 2365-66 2366-67 2367-68 2368-69 2369-70 2370-71 2371-72 2372-73 2373-74 2374-75 2375-76 2376-77 2377-78 2378-79 2379-80 2380-81 2381-82 2382-83 2383-84 2384-85 2385-86 2386-87 2387-88 2388-89 2389-90 2390-91 2391-92 2392-93 2393-94 2394-95 2395-96 2396-97 2397-98 2398-99 2399-00 2400-01 2401-02 2402-03 2403-04 2404-05 2405-06 2406-07 2407-08 2408-09 2409-10 2410-11 2411-12 2412-13 2413-14 2414-15 2415-16 2416-17 2417-18 2418-19 2419-20 2420-21 2421-22 2422-23 2423-24 2424-25 2425-26 2426-27 2427-28 2428-29 2429-30 2430-31 2431-32 2432-33 2433-34 2434-35 2435-36 2436-37 2437-38 2438-39 2439-40 2440-41 2441-42 2442-43 2443-44 2444-45 2445-46 2446-47 2447-48 2448-49 2449-50 2450-51 2451-52 2452-53 2453-54 2454-55 2455-5

Gowns marked * on these 2 pages are shipped from Kansas City or New York, whichever is nearer you. Others are shipped from your nearest Mail Order House. Under all addresses on your nearest Sears Mail Order House are pay postage from there.

You'll want Play Shoes too styles shown here are described on pages 136, 137, 138



New Kerrybrooke Play Clothes

Correct styles for active sports

Designed for action-ease and trim looks... Sizes 12 to 20

Favorite for golf

\$3.98

Handy separates—shirt and skirt outfit designed for free and easy comfort. Full 4-gore skirt permits a wide air to flowing yoke back skirt, cut long styled for trim fit. New color: cotton Pique, tested washfast.
Colors: Powder Blue 557 Lt. Blue 103 or White. Sizes: 12-16. 18. 20. State size, color. Shipping weight 1 lb. 4 oz.
#7 NL 2911—2 piece \$3.98

Tennis two-piecer

\$2.98

Full skirt, short-sleeved shirt. Sizes: 12-16. 18. 20. State size, color. Shipping weight 1 lb. 4 oz.
#7 NL 2910—2 piece \$2.98

Perfect Sports Coat

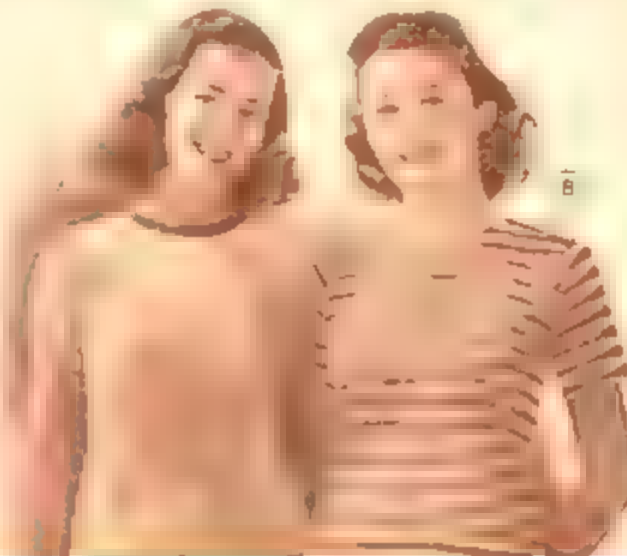
\$6.98

Extra one quantity—100% Virgin Wool wonderfully soft and durable comfortable weight. Full stitching at shoulders, down sleeves, on collar and pockets. Fashioned shoulders, ocean pearl buttons. For Kayon Twill guaranteed for life of garment. Length 31 in. Colors: Flag Red 311 or Blue 4. Sizes: 12-14-16-18-20. State size, color. Shipping weight 2 lb. 2 oz.
#7 NL 3951—Each \$6.98

Knit Cotton Shirts

89c \$1.00

Indispensable for all sports. Soft, absorbent ribbed Knit Cotton. Washable. Sizes: small fits 32 in. Medium 34 to 36 in. bust. Large 38 to 40 in. bust. State size, color. Shipping weight each 6 oz.
A) Plain White Ribbed Knit with blue necktie. 89c
B) Classic Basque Stripes. Smart with skirts or slacks. Washable. Colors: White with Red Stripes, or White with Blue Stripes. \$1.00

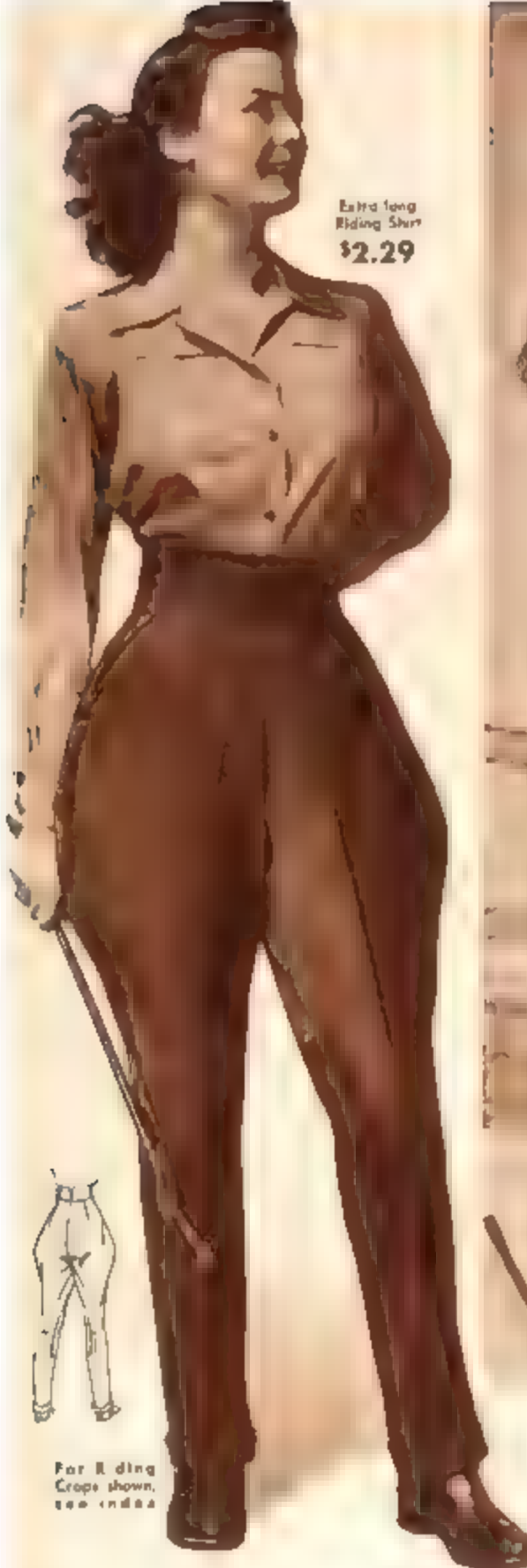


One-piece Tennis Dress with panties

\$2.98

Style you'll see on smartest courts... Spic-and-span fine Cotton Pique

Button front—easy on, easy to launder. Dress with roomy yoke back, set-in belt. Full 8-gore skirt. Bloomer panties. Color: White. Sizes: 12-14-16-18-20. State size.
#7 NL 2923—Shipping weight 1 lb. 1 oz. \$2.98
Alice Marble Tennis Cap. Famous "pro" style. White Cotton Gabardine, stiff visor lined with green. 6-section fitted crown, enamel rimmed air holes. Felt head band. Sizes: Small (fits 21 in. headsize), Medium (fits 22 in. headsize), Large (fits 23 in. headsize). State size.
7 L 2961—Shipping weight, 9 oz. 69c



Extra long
Riding Shirt
\$2.29



For Riding
Crops shown,
see index



Poplin Shirt
\$1.29

Pullover
\$1.29

Shirt
89¢

Kerrybrooke
RIDING WEAR

Riding Pants and Shirts made for rugged service

Jodhpurs, Breeches, Saddle Pants with these features:



1 Catch is lined with
chamois - comfortable
and durable



2 Self fabric or leather
knee guards for
extra serviceability



3 Smooth zip pocket
clothes in a jiffy - locks
so trim and tailored



4 Leather straps at
waist adjust to
comfortable fit



5 Strain points strongly
bar-locked - pro-
tects against rips

Our big-value Jodhpurs

Cavalry Twill \$3.98 Whipcord \$3.29

Splendidly tailored, see features illustrated. Reinforced hip waist. Suede leather knee guards. Foot straps. 2 pockets. Dry cleanable. Colors: Tan, Med. Brown, Dark Green or Black. Waist Sizes: 24, 26, 28, 30, 32, 34 in. Slate color, waist, inseam measurements and height in stocking feet. How to measure: see illustration.

7 L B 133 Cotton Cavalry Twill, zip placket. Med. Brown, Dk. Green or Black \$3.98
7 L B 144 Cotton Whipcord button placket. Dk. Green or Medium Brown \$3.29

Perfect Riding Shirt. Cut extra long. Fine pre-shrunk 3% shrinkage. Men's model. Cotton Grabard or similar suit fabric. A top pleat back. Double yoke. Cuffs. Dyed ocean pearl buttons. Washfast. Colors: White or Tan. Sizes: 12, 14, 16, 18, 20, 22. Be sure to state size and color. 7 L 3069 - Shipping wt. 13 oz. \$2.29

Button-leg Breeches

Cotton Cavalry Twill \$3.98

with 5 features above. Reinforced lined hip waist. Suede leather knee guards. 2 pockets. Dry cleanable. Colors: Tan, Med. Brown, Dark Green or Black. Waist Sizes: 24, 26, 28, 30, 32, 34 in. Slate color, waist, inseam measurements and height in stocking feet. How to measure: see illustration.

7 L 3070 Shpg. wt. 21 oz. \$1.29

Western Saddle Pants

Navy or sea Cotton Cavalry Twill max. shrinkage 1%. Self-fabric seat, knee guards. 5 features above. 2 foot straps. 2 pockets. Colors: Tan, Med. Brown, Dark Green or Black. Waist Sizes: 24, 26, 28, 30, 32, 34 in. Slate color, waist, inseam measurements and height in stocking feet. See how to measure below. Shpg. wt. 21 oz. 7 L B 140 Saddle Pants \$3.98

Cotton Terry Pullover Washable. Navy or sea. Colors: White or Blue. Sizes: Small, 6-12; 14-16; 18-20; Medium, 36-38; Large, 40-42. Slate size and color. 7 L 3068 Shpg. wt. 14 oz. \$1.29

Sanforized Denim Jeans

Maximum fabric shrinkage 1%. Copper-finished button placket on each side, copper rivet arm. Self-fabric knee patch. Back hip pocket. Colors: Faded Blue or Navy with Red Stripes. Waist Sizes: 24, 26, 28, 30, 32, 34 in. Slate color, waist, inseam measurements and height in stocking feet. How to measure: see illustration. 7 L B 147 Shpg. wt. 14 oz. \$2.65

Washfast Cotton Broadcloth Shirt. A top pleat yoke back. Converts to collar. Double strap belt seam. Colors: White or Copper. Size 60-72. Sizes: 12, 14, 16, 18, 20, 22. Slate size, color. 7 L 3065 Shpg. wt. 7 oz. 89¢

Measure carefully for good fit... follow these instructions

How to measure for all Suits Riding Pants. Remove shoes, have someone measure you or use a mirror. Measure waist at natural waistline. Measure hip at widest part. Measure inseam from crotch to the floor. Measure arm from shoulder to the wrist.

Take height from top of head to floor without shoes. Send exact measurements of waist, inseam and length. Make no work. How to measure for Shirts. Take bust measure as shown. General measurement instructions on Page 994.

For a complete selection of Western Riding Apparel, send for Booklet number 1730



Kerrybrooke Rayon Blouses

Selected fine rayons tested hand washable
Tailored well; fine stitching, pinked seams
Softly full cut; amply long; nicely detailed

\$1.59
Each

Ⓐ Deep V-neck

Popular "plunging neck-line" style with embroidered monogram effect. Yoke back. Fine Rayon Crepe. Colors: White, Red Trim; or Lt. Blue 353, White Trim. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., 11 oz.

7 L 3023 \$1.59

Ⓑ Classic Shirt

Rayon Crepe in flag stripes or white. Waist line darts for trim fit. Colors: Red-and-White Stripes, Blue-and-White Stripes; or All White. Sizes: 10, 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., 7 oz.

7 L 3071 \$1.59

Ⓒ Rayon Satin

Dress-up shirt with gleaming jewel type buttons. Cuffs with matching detachable links. Convertible collar. Colors: White or Petal Pink 355. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., 9 oz.

7 L 3003 \$1.59

Ⓓ Famous value

Softly tailored blouse in dressy Rayon Satin. Convertible collar. Dainty buttons. Wear as tuck-in too. Colors: White or Petal Pink 355. Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 10 oz.

7 L 3029 ... \$1.59



Our Better Quality Kerrybrooke Blouses
in finer rayon fabrics, dressier styles

\$2.59
Each

Fine Rayon Sheer

Fine Rayon Sheer. Long sleeves. Yoke back. Convertible collar. Dainty buttons. Colors: White or Lt. Blue 353, White Trim. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., 11 oz.

7 NL 3035 \$2.59

Fine Rayon Crepe

Fine Rayon Crepe. Long sleeves. Yoke back. Convertible collar. Dainty buttons. Colors: White or Lt. Blue 353, White Trim. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., 11 oz.

7 NL 3072 \$2.59

Sizes from 32 to 53

Long pleat front. Yoke back. Fine Rayon Sheer. Long sleeves. Yoke back. Convertible collar. Dainty buttons. Colors: White or Lt. Blue 353, White Trim. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., 11 oz.

7 NL 3033 \$2.59

Finest and dressiest...
lovely Charmode Blouses

\$3.59
Each

New deep V-neck

Fine Rayon Triple Sheer. Long sleeves. Yoke back. Convertible collar. Dainty buttons. Colors: White or Lt. Blue 353, White Trim. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shpg. wt., 12 oz.

7 NL 3039 Each. \$3.59

Jewel-type Buttons

Tailored sheer blouse. In the Rayon Triple Sheer made with deep shirring and allows sleeves jewel buttons cuffs too. Yoke back. Convertible collar. Colors: White or Petal Pink 355. Sizes: 12, 14, 16, 18, 20, 22. State size and color. Shipping weight, 10 ounces.

7 NL 3038 \$3.59

Sears makes ordering easy — Buy by mail and save

Check your size — see measurements page 908
Available on Easy Terms — see inside back cover.
Color numbers refer to Color-Graph, back of book.
Washing terms are explained on page 1001.

Garments marked ♦ on these 2 pages shipped from New York or Kansas City — others from nearest Mail Order house. Order all from nearest Sears Mail Order house; pay postage from there.



Fine Cotton Blouses

Complete wardrobe of cool washables . . . tailored, sports and dress-up styles . . . Sizes 10 to 22; also 40 to 44

\$1.29
Each

Choice of
Striped or Plain

Deep-throated Shirt for skirts, suits, slacks

Hit style of the season . . . cool, slick and smart in fine Cotton Poplin. Washes beautifully, gives excellent service. Sears version is especially well-made with wide rever collar, deep front facings, gathered shoulders, soft fulness at front. Single large fresh-water pearl button. Cut long. In side seams pinked. Colors: Red and White or Copenhagen White also All White. Sizes: 12, 14, 16, 18, 20 also Sizes 40, 42, 44. State size and color. Shipping weight, 7 ounces. 7 L 3040 . . . \$1.29

Dressy Lingerie Blouse

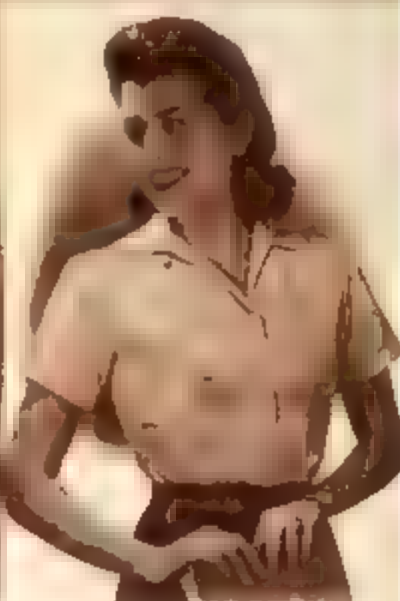
Fine, crisp finished Cotton Batiste. Tucked front and sleeves trimmed with dainty Val type Cotton Lace. Fine buttons, fine stitching. Inside seams neatly pinked. Color: White. Sizes: 12, 14, 16, 18, 20, 22. State size. Shipg. wt., 4 oz. 7 L 3053 . . . \$1.29

Popular peasant style

Cool, square neck . . . pretty puff sleeves. Fine, crisp finished Cotton Batiste. Fine eyelet embroidery trim. Cut long. Perfect with a gay print Dirndl Skirt, see Page 12. Color: White. Sizes: 12, 14, 16, 18, 20. State size. Shipg. wt. 4 oz. 7 L 3008 . . . \$1.00



Cotton Blouses call for Dirndl Skirts, see our price collection on page 12



Dainty eyelet frills

A blouse that looks a lot more than our thrifty price. Made of sheer fine Cotton Batiste with crisp finish. Deep V-neck has wide revers frilled with fine quality eyelet embroidery; wear them outside your coat. Match ing trim on sleeves. Nicely made fine buttons, waistline darts for neat fit, inside seams neatly pinked. Color: White. Sizes: 12, 14, 16, 18, 20, 22. State size. Shipping weight, 8 ounces. 7 L 3050—Each . . . \$1.29

Pique Jacket Blouse

A favorite because the dainty cut-out eyelet embroidery gives it a fresh, sporty look. Made of fine Cotton Pique. Jacket style with darts, fresh-water pearl buttons. Well made with neat stitching, pinked seams. Color: White only. Sizes: 12, 14, 16, 18, 20, 22. State size. Shipping weight, 10 ounces. 7 L 3047—Each . . . \$1.29

Little-girl round neck

Truly charming, sheer and dainty Little Girl Blouse with fine eyelet embroidery. Sweetest round neck, pink at collar, extra fine eyelet embroidery. Yoke at back and front, softly full bodice. Finely made dainty stitching, pinked seams. Cut long. See how charming it looks with our rose bud print jumper Dirndl Skirt, Page 12. Color: White. Sizes: 10, 12, 14, 16, 18. State size. Shipg. wt. 4 oz. 7 L 3011 . . . \$1.00

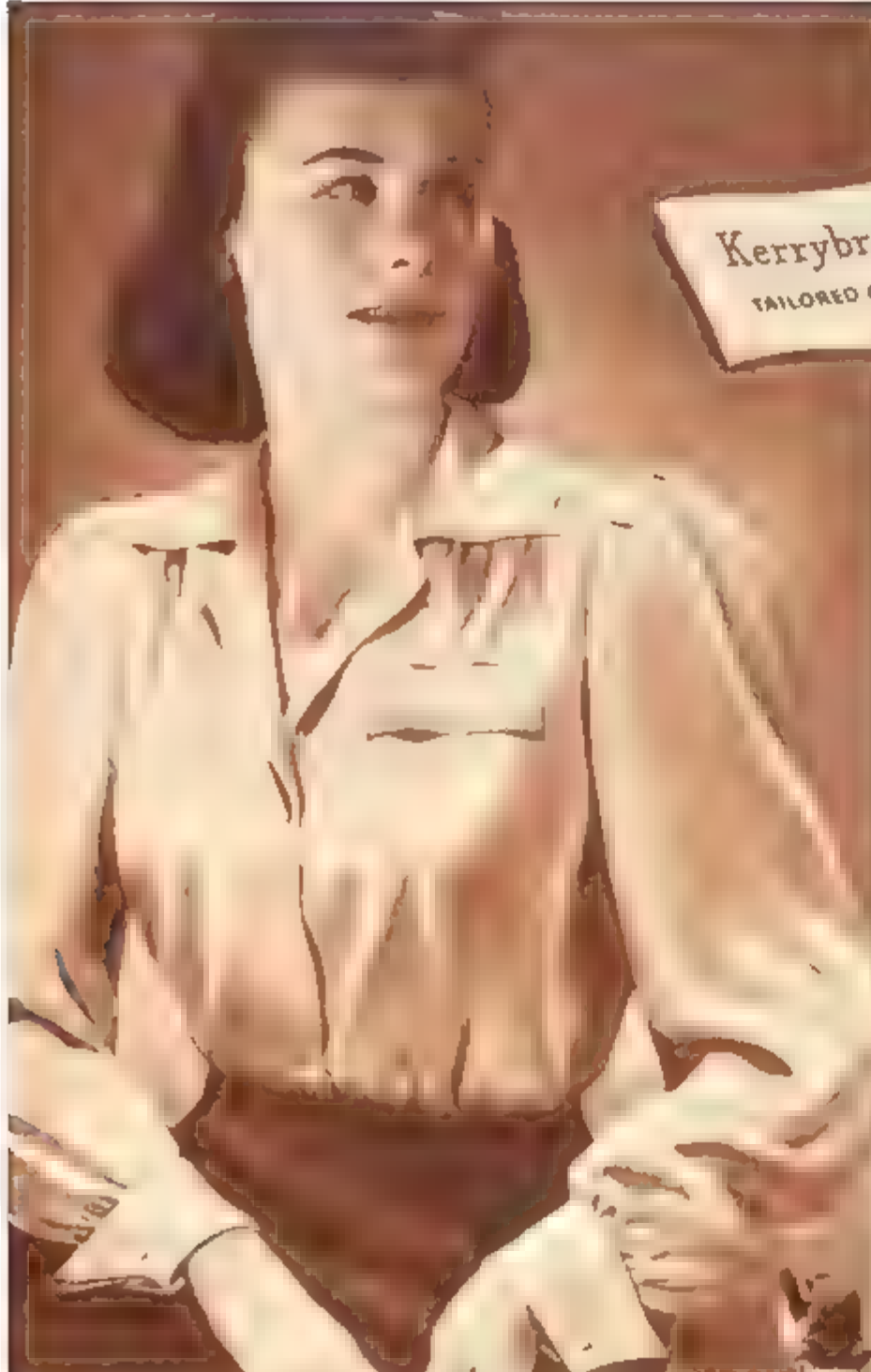
Perfect Sports Shirt

Special bargain! Fine wash-fast mercerized Cotton Broadcloth. V-neck back with inverted action pleat, roomy armholes. Link-button high-low collar. Double stitched seams throughout. Fine buttons; tucks well under slacks, slacks. Colors: White or Copenhagen Blue 607. Sizes: 12, 14, 16, 18, 20, 22. State size, color. Shipg. wt. 7 oz. 7 L 3065—Each . . . 89c

It's easy to order from Sears. For size measurements, see page 999

Extra Terms available . . . see inside back cover
Color number . . . refer to color chart in each section
Back at back . . . see page 999

Garments on these 2 pages marked Φ shipped from Kansas City or New York; others from nearest Mail Order House. Order from nearest Mail Order House; pay postage from there.



Best
Quality
in America
BOTANY
Virgin
Wools

The perfect Classic Shirt

- Choice of two styles and two qualities
- Each style in sizes from 12 to 22
- Superbly tailored and finely detailed
- Edges with three rows of fine stitching
- Each style with link cuffs now so smart
- Buttons of fine quality ocean pearl
- Finished well; inside seams pinked
- Fine hand washable Rayon Crepe; use Lux



The perfect Flared Skirt

- Choice of 2 fine woolsens, 2 qualities
- Choice of season's best-liked colors
- Each skirt in full size range 12 to 22
- True bias cut, luxurious wide sweeps
- Carefully tailored and finely detailed
- 2-inch, 2-button waistband for firm fit
- Side closing with trim, stay-lock zip
- Inside seams pinked; hem neatly taped

Sears best quality

Fine, soft Rayon Crepe
looks and feels like silk **\$3⁵⁹**

Classic long-sleeve shirt with newest link cuffs that adjust to your own proper sleeve length. Faultlessly tailored with all features above. Correctly styled, convertible collar yoke and soft bodice fullness at neck and front. Waistline darts for trim fit. Covered shoulder pads.
Colors: White or Petal Pink 355 Sizes: 12, 14, 16, 18, 20, 22 State size and color
◆ 7 NL 3014—Shpg. wt. 11 oz. \$3.59

Sears fine quality

Selected Rayon Crepe
Exceptional at price **\$2⁵⁹**

Short-sleeve classic shirt with popular link button cuffs. Has every feature listed above plus excellent styling. Convertible collar softly full bodice with yoke at front and back. Covered shoulder pads; waistline darts for best fit. Fine Rayon Crepe wears well, washes beautifully.
Colors: White or Petal Pink 355 Sizes: 12, 14, 16, 18, 20, 22 State size and color
◆ 7 NL 3017—Shpg. wt. 10 oz. \$2.59

Sears best quality

Choice of two superb
Botany Virgin Wools **\$4⁹⁸**

Extra fine—soft and rich-textured, long-wearing. Sizes: 12, 14, 16, 18, 20, 22 State size, color. Shipping weight, each, 14 ounces.
◆ 7 NL 3231—Botany 100% Virgin Wool Worsted Crepe Black, Laurel Green 767 or Holder Blue 571 \$4.98
◆ 7 NL 3229—Botany 100% Virgin Wool Worsted Flannel Beige 144 Navy or Medium Brown 224 \$4.98

Sears fine quality

Our own selected
Worsted Woolsens **\$3³⁹**

Finer, better-wearing than ever before . . . a splendid flannel, a rich dressy crepe. Outstanding values at years thrifty price. Sizes: 12, 14, 16, 18, 20, 22 State size and color. Shipping weight, each, 13 ounces.
◆ 7 NL 3294—100% Wool Worsted Crepe Black or Soldier Blue 571 \$3.39
◆ 7 NL 3299—100% Wool Worsted Flannel in Navy or Brown 267 \$3.39

Measure before you order Use our measurement instructions on Page 998



Famous Kerrybrooke best-seller Skirts offer extra quality at thrifty prices

Better-type fabrics and tailoring; zip plackets; sizes for misses, juniors, women, larger women

\$3.39

Slimming 10-gore skirt in our finer 100% Virgin Wool Worsted Flannel, rich textured and soft, very durable. Smoothly tailored, even, fine stitching, taped hem, pinked inside seams. Trim-fitting 2-button waistband, zip placket.
Colors: Navy, Kelly Green 763.
Copen 607 Sizes: 12, 14, 16, 18, 20, 22 State size, color. Shipping weight, 14 ounces.

◆ 7 NL 3256 \$3.39

\$2.98

Ideal Skirt for Larger Sizes... 10 tucked gores slenderize magically. Zip placket. Taped hem. Serviceable Pure Wool Crepe... 41% reprocessed wool, 31% sturdy cotton 24", flared.
Colors: Black or Brown 267
Women's Waist Sizes: 28, 30, 32, 34, 36, 38 in. Stout Women's Waist Sizes: 39, 41, 43, 45, 47, 49 in. State waist measure and color.

◆ 7 NL 3254—Ship. wt., 14 oz., \$2.98

\$3.39

Shortie Skirt... in our finer quality 30% Virgin Wool Worsted Flannel... casual for sports and outdoors, campus favorite. 4 gore style with leather-effect belt. Measures 3 inches shorter than our regular skirts; wide 3-inch hem provides easy adjustment.
Colors: Copen Blue 607 or Flag Red 311 Juniors' Sizes: 9, 11, 13, 15, 17 State size, color

◆ 7 NL 3257—Ship. wt., 13 oz., \$3.39

All Wool Flannel

\$3.39

All Wool Tweed

\$2.98

◆ "Trousler" Pleat Skirt in 2 All Wool Fabrics. Excellent fabric, correct style, good tailoring, made to Sears specifications. Deep front "trouser" pleat stitched at edges for trim pressed look; well-cut 3-gore back. Leather-like belt; zip placket, Taped hem, pinked seams. Shipping weight each, 1 lb. 2 oz.
Sizes: 2, 14, 16, 18, 20, 22 State size, color.
◆ 7 NL 3262—Finer 100% Virgin Wool Worsted Flannel. Colors: Gray 880, Black or Navy \$3.39
◆ 7 NL 3261—Fine All Wool Shetland-type Tweed, 75% New Wool, 25% Reprocessed Wool. Colors: Cadet Blue 575, Persian Rose 323, Black \$2.98



All Wool 4-gore Skirts

For Misses, Women, Juniors

\$3.39
each

Classic 4-gore in finer virgin wool. Zip placket, neat strong hem. Sizes: 2, 4, 6, 8, 20, 22 State size, color. Shipping weight each, 3 ounces.
◆ 7 NL 3252—100% wool Worsted flannel. Green 763 Brown 67 \$3.39
◆ 7 NL 3248—100% Wool Worsted. Navy or Cadet Blue 575 Sizes: 2, 4, 6, 8, 20, 22 State size, color. Shipping weight, 1 lb. 1 ounce each \$3.39

Change-about 4-gore skirt in soft over 100% Virgin Wool Worsted Flannel. Wear with or without skirt belt that buttons over leather-like belt. Neat strong hem. Colors: Navy or Cadet Blue 575 Sizes: 2, 4, 6, 8, 20, 22 State size, color.
◆ 7 NL 3253—Ship. wt. 14 oz. \$3.39



Our finest Kerrybrooke Skirts

Fashion favorites in quality fabrics

\$4.98
each

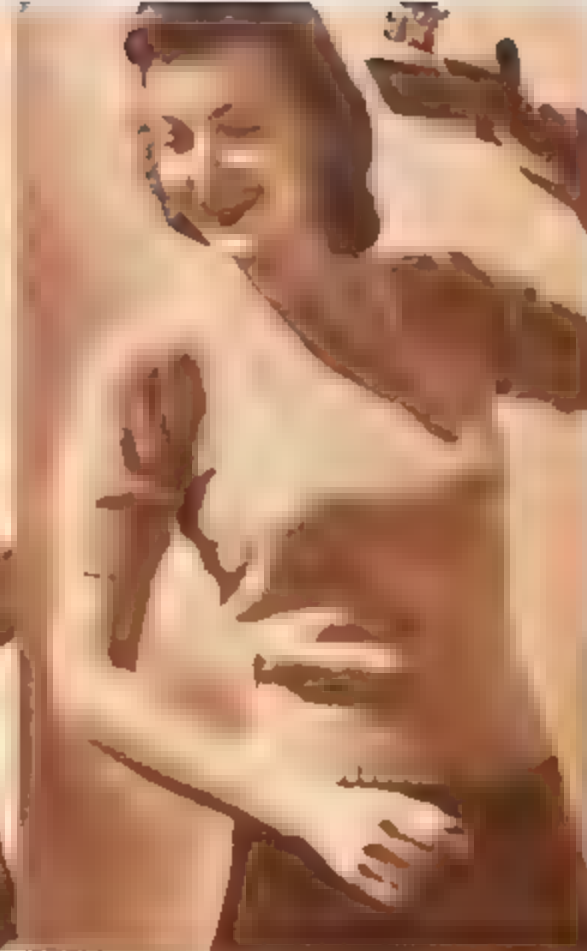
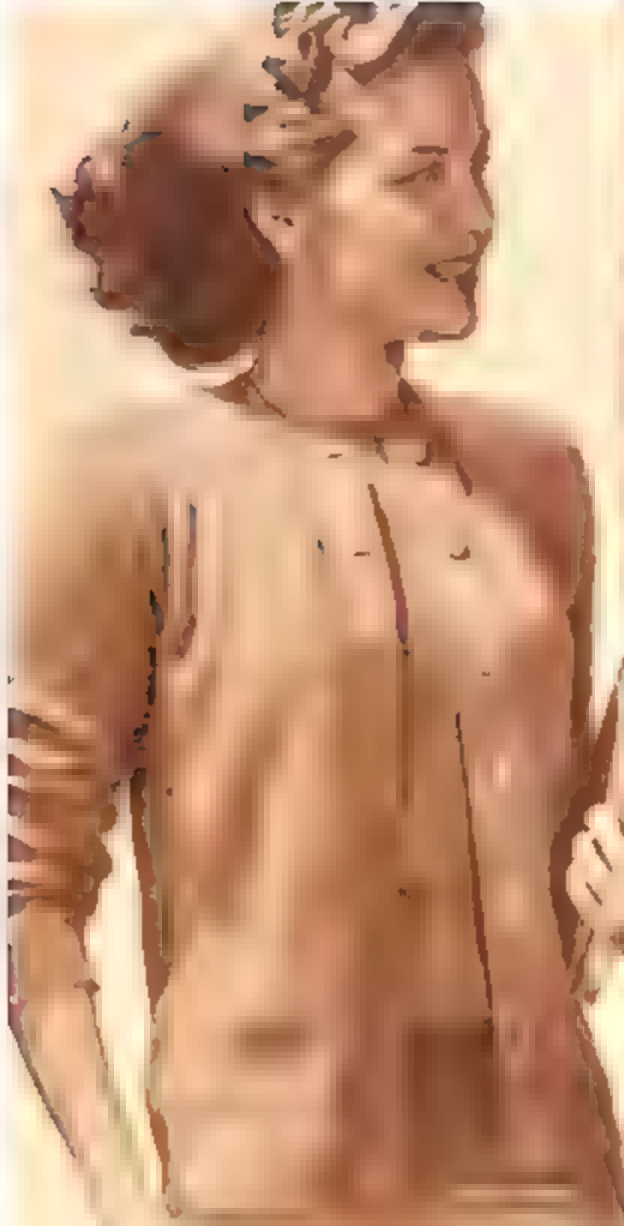
Soft, rich 100% Virgin Wool Glen Plaid in a distinctive pattern—a truly beautiful skirt. 8-as-front deep pleats, front and back full sweep—button waistband, zip placket. Taped hem.
Colors: Glen Plaid—Black (gray and Copen or Brown Beige and sizes. Sizes: 12, 14, 16, 18, 20, 22 State size, color.
◆ 7 NL 3285—Ship. wt. 1 lb. \$4.98

Fine Rayon Crepe... lovely dress-up skirt pleated all around in deep, even knife pleats. Made with full swingy sweep, generous hem. Firm interlined 2-button waistband, zip placket. Inside seams pinked.
Colors: Black, Chicory Brown 267 or Navy. Sizes: 12, 14, 16, 18, 20, 22 State size, color. Shipping weight, 1 pound 1 ounce
◆ 7 NL 3251 \$4.98

It's easy to order from Sears—For size measurements, see Page 998

For explanation of Wool terms, see page 1001.
Easy Terms Available... see inside back cover.
Color Numbers refer to Color-Graph, back of book.

—Garments marked * on these 2 pages shipped from Kansas City or New York, others from nearest Sears. Mail Order House. Order; and pay postage from there.



Joan Bradley Classic Sweaters

Each one in a class by itself for beauty and smart style
The choice of nearly a million women for super value

An outstanding 4-Star Feature

4 STAR

FEATURES

- Fine all wool zephyr yarn
- Full fashioned necklines hand looped
- Loose knit in necks for J
- Special shaped armholes for freedom

The long, boxy Cardigan

Most popular cardigan sweater in America. It has that casual, sporty, truly American, expertly fashioned of fine All Wool Zephyr yarns. Longer boxy style with long sleeves to wear pushed up if you like. Fine ocean pearl buttons. rayon grain button band. All the 4 Star features. Wear alone or mix-match it with the short sleeve pullover at extreme right. Shipping wt. 1 lb.
Even Sizes: 32 to 40-inch bust. State bust size.
38L7379M Red 31 38L7380M Heide Heide
38L7381M Copen Blue 607 38L7382M Yellow 11
Long Boxy Cardigan Sweater \$2.29

It's convenient to pay on Easy Term
See inside back cover for complete data

The long, boxy Pullover

Check its 4 Star Feature
Super Value at mere price
Even Sizes: 32 to 40-inch bust size
38L7371 Heide Heide 38L7372 R
38L7374 Copen Blue 607
Long Cardigan Pullover \$1.98

The classic Pullover

Wear it alone or mix-match it with the cardigan at left or wear it alone. Beautifully made of fine All Wool Zephyr with all the 4 Star features.
Even Sizes: 32 to 40-inch bust size
38L7384M Copen 607 38L7344M Heide Heide
38L7343M Red 31 38L7345M Yellow 11
38L7341 White Classic Pullover \$1.65

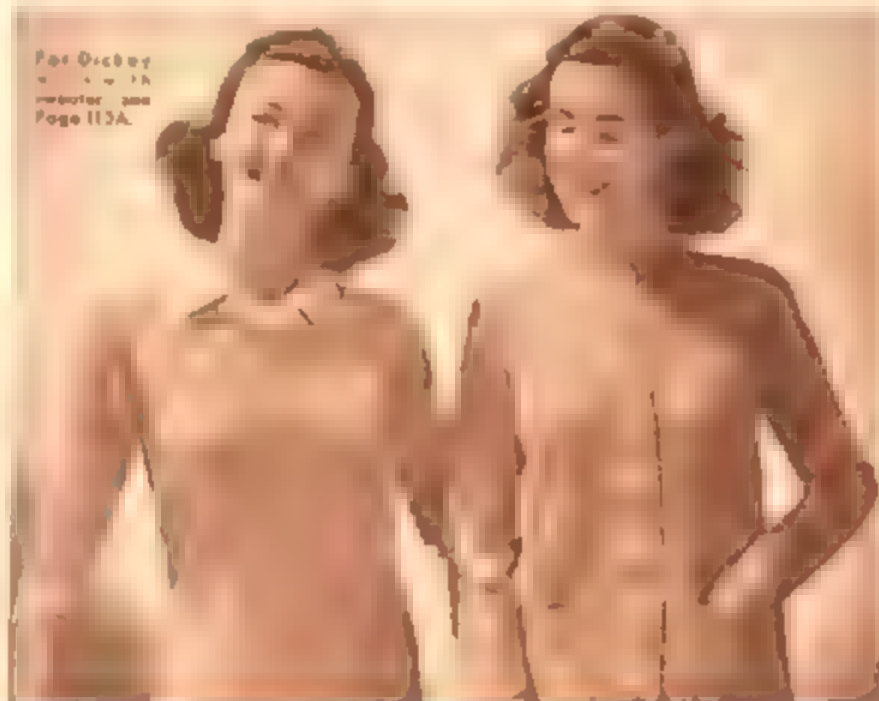
Color numbers refer to Color-Graph facing first green index page at back of book

Fine Knit Cotton V-neck Pullover

Long loose boxy style
The pet of the campus

It's the new V-neck pullover that's all the rage! You'll see it everywhere this season. It's so smart, comfortable and practical for all-occasion wear. Knit of good quality Combed Cotton with fleeced for richness. Hand washable.
Even Sizes: 34 to 40-inch bust. State bust size. Shipping weight 1 lb. oz.
38L7213—Beige Heather
38L7214—Yellow 10
38L7215—Copen Blue 607 98c

How to measure for Sweaters
Measure bust around fullest part. Fit snug by order. Measure at arm's length.
For roomy fit, order next larger size.
Dry cleaning recommended for all sweaters.



For Order
See page 115A

Fleeced cotton Boxy Cardigan

All occasion knock-about for active women and girls

98c 89c
Women's Sizes 32 to 40-inch bust
Girls Sizes 8 to 14 State

Wear this Boxy Cardigan. The new 4 Star feature.
Even Sizes: 32 to 40-inch bust
Women's Sizes: 32 to 40-inch bust
State bust size
38L7367 Copen Blue 607
38L7365 M
38L7366 Red 31 98c
Girls Sizes: 8 to 14 State
Shipping wt. 1 lb. oz.
38L7500 R



Comfortable, easy to wear Outfits

Kerrybrooke casual fashions...all good mixers...sizes 10 to 20

Ⓐ Glen Plaid Jumper
\$4.98

College girls started it...
smartest version with V-neck,
Colors: Bright Navy or Brown
Cler Plain. Sizes 10-20
State size and color
Shipping wt. 1 lb. 2 oz.
♦ 7 NL 3224-Jumper...\$4.98

Ⓑ Go-everywhere Coat
\$6.98

Colors: Bright Navy or Brown
Cler Plain. Sizes 10-20
State size and color
Shipping wt. 1 lb. 2 oz.
♦ 7 NL 3950-Coat...\$6.98

Ⓒ Plaid Jerkin Set
\$5.98 \$3.98
Set Skirt only

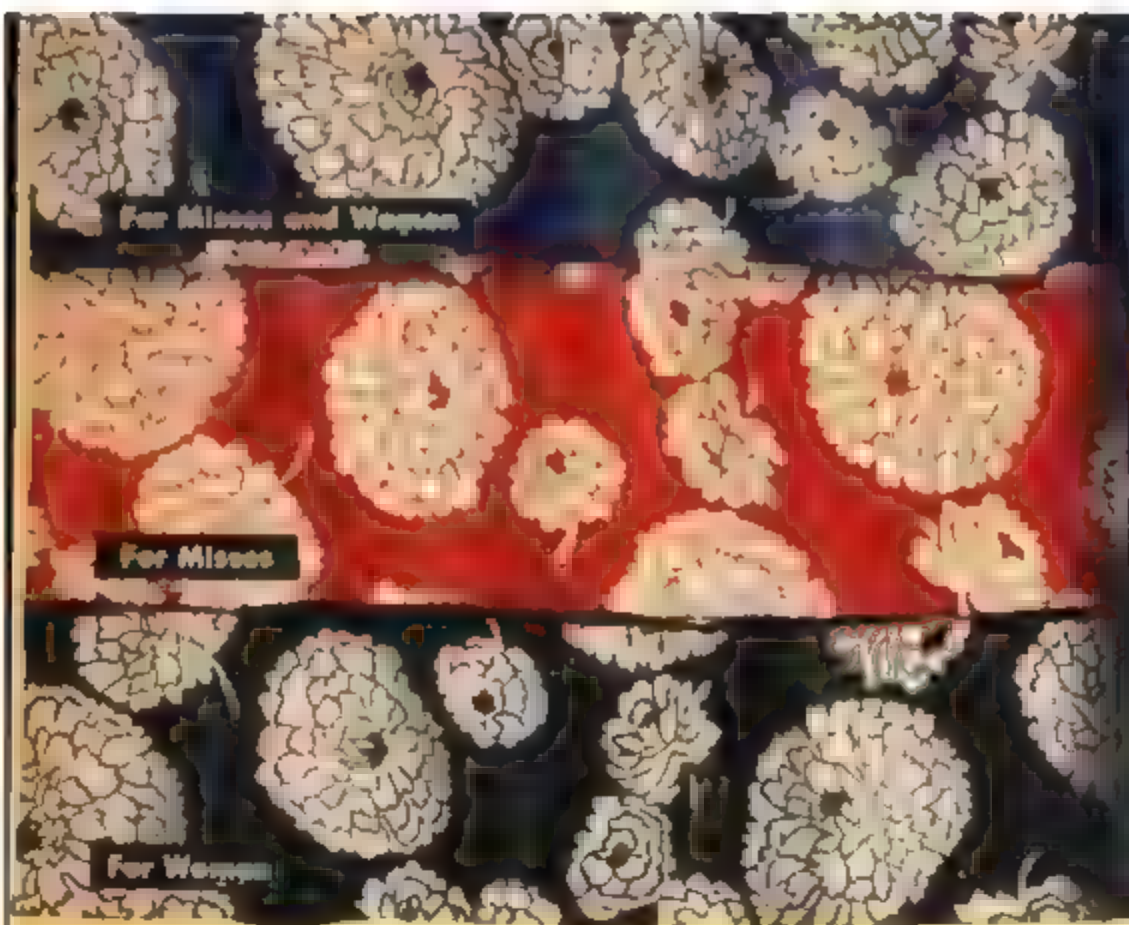
Colors and a rich fine fabric
(50% Rayon, 40% Wool)
jerkin. Finely tailored zippered
skirt is season's smartest
pleated both front and back.
Each makes a grand separate.
Colors: Rose-Blue and Beige
Plaid. Sizes 12, 14, 16, 18, 20
Be sure to state size.
♦ 7 NL 3222-Skirt and Jerkin,
Shipping wt. 1 lb. 3 oz. \$5.98
♦ 7 NL 3217-Skirt Only Ship-
ping weight, 13 ounces \$3.98

It's easy to order from Sears

- Check your size... see Page 998
- Easy Terms Available... for complete details, see inside back cover
- Garments marked ♦ will be shipped from Kansas City or New York, which-

duplicate of Sears Merchandise

Skirts sold separately



Fine quality \$3.98

Best quality \$5.98

The All-flattering Basic Dress

So successful a Charmode* style we offer it in Spring prints, too

You've worn it . . . you've loved it . . . season after season! Its continued success is proof that a Basic Dress belongs in every wardrobe . . . that it is altogether wearable for any size from 12 to 20, 34 to 44, or 39 to 53. Sears new version is a masterpiece of good taste and simple styling. You can dress it up with an extra color and costume jewelry for important occasions . . . or wear it exactly as it is with the shoulder bouquet as the only accent.

The Basic Dress deserves its reputation as "every woman's" dress. The V neckline is classic and generally becoming. The shoulders are graceful and easy. A fan of dressmaker tucks holds the bodice fullness into a slim waistline . . . then releases gentle unpressed pleats in the skirt front. Because we know how adaptable this dress is . . . we offer it in two Rayon Crepes . . . one, a solid color Romaine; the other, a soft print. Both guaranteed for wear and fit.



Front view of dress in blue print

Back view of dress on opposite page

Fine Quality

\$3.98

We believe many others will ask \$4.89 for this flower-printed Basic Dress youthfully styled for sizes 12 to 20, 34 to 44, 39 to 53

The widely spaced print in white on your favorite spring colors follows the fashion for oversize floral designs. The good quality Rayon Crepe is smooth and stoken to the touch . . . in a washable Lux. The fan of tucks at the waistline is fashionable and new. White pom-pom flower sets off the V neckline. Good cut and workmanship assure you perfect fit . . . and more for your money at Sears.

State size and color. Shipping weight, 1 lb. 6 oz.

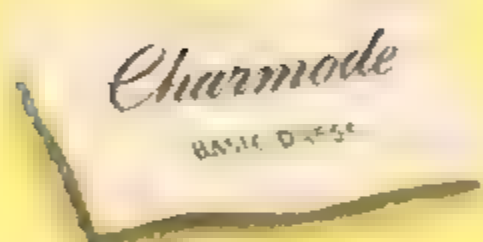
◆ 31 NL 4202—Misses' Sizes: 12, 14, 16, 18, 20 in Red and White, or Soldier Blue and White Print . . . \$3.98

◆ 31 NL 4662—Women's Sizes: 34, 36, 38, 40, 42, 44 in Soldier Blue and White or Black and White Print . . . \$3.98

◆ 31 NL 4772—Larger Women's Sizes: 39, 41, 43, 45, 47, 49, 51, 53 in Soldier Blue or Black with White Print . . . \$3.98

It's easy to order from Sears

—Check Your Size . . . see size measurements Page 998. It's easy to get correct fit by mail, phone or through Sears Order Offices.
—Available on Sears Easy Payment Plan . . . see Inside Back Cover

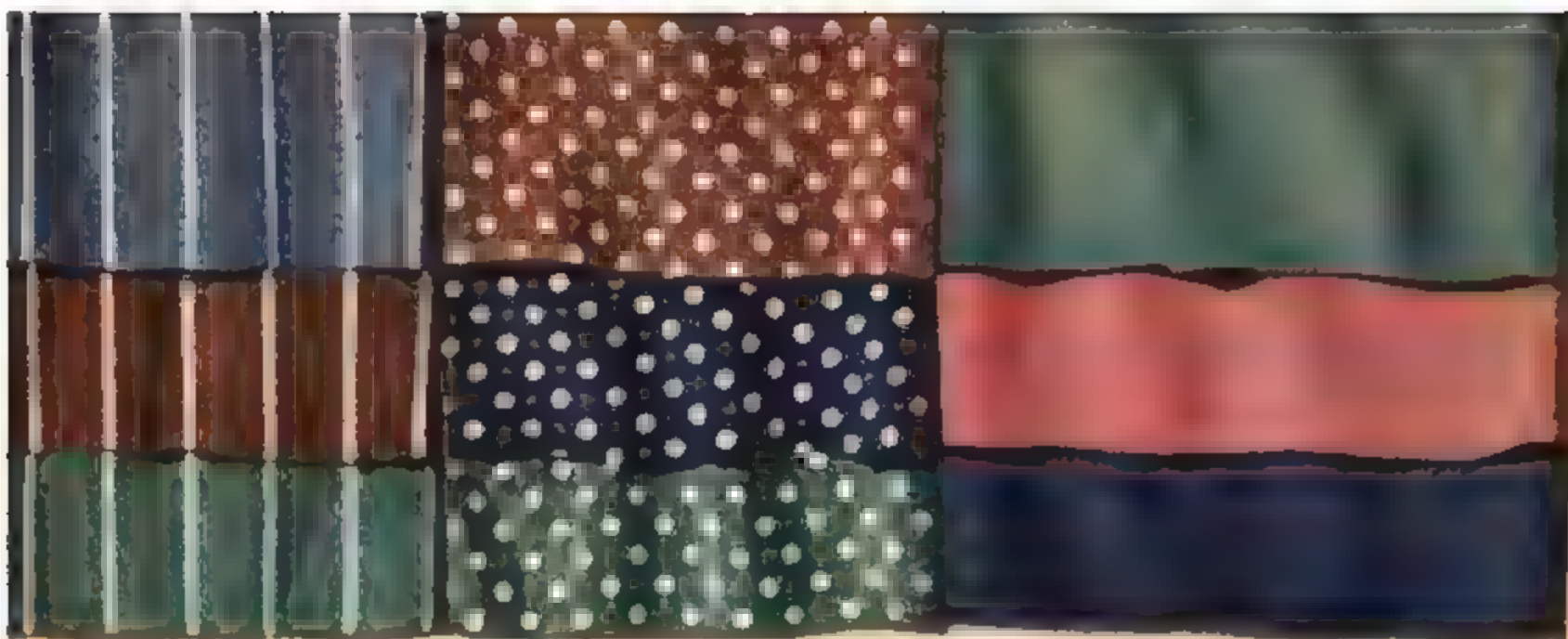


**Best
Quality**

\$598

The first part of the paper is devoted to the study of the asymptotic behavior of the solutions of the system (1) as $t \rightarrow \infty$. It is shown that the solutions of the system (1) are bounded and tend to zero as $t \rightarrow \infty$. The second part of the paper is devoted to the study of the asymptotic behavior of the solutions of the system (1) as $t \rightarrow 0$. It is shown that the solutions of the system (1) are bounded and tend to zero as $t \rightarrow 0$.

All garments marked **◆** on these two pages



Fine quality \$4.98

Best quality \$7.98

Our new action-back Shirtfrock

Most Important Kerrybrooke* Casual Dress for the active American woman

Best-beloved of all your dresses...the shirtfrock you prize and wear for many a season. Sears 1942 version of this classic has the added feature of a half yoke and a deep back-of-the-blouse pleat carefully cut for comfort. There is a look of ease through the shoulders and blouse top. A pocket adds a casual air. The waist is slim. The skirt has a deep kick pleat tailored in the front and the back. The entire dress is a treasure of simple good looks.

In two expertly handled Rayon Crepes that add an important beauty look to the style. With unexcelled tailoring that includes double-stitching on collar, cuffs and pocket...on front and back skirt seams! There are a generous two-inch hem, a stiffened and fabric-backed belt, carefully pinked seams. For the American woman who wants simplicity without severity, Sears has the fashionable answer in 2 qualities of the Kerrybrooke Shirtfrock.



Front view
of dress
in striped
print

Front view
of dress
in Polka
dots

Back view
of dress
on opposite
page

Fine
Quality

\$4.98

We believe many others will ask \$5.98 for this smooth rayon crepe dress in classic dots and stripes for sizes 12 to 20, 38, 40

The newly important *action-back* shirtfrock comes in a choice of smart, inch apart stripes, or well spaced white dots. Both of them "naturals" for your busy life. Both are trimmed with handsome washable white composition buttons. Print or color are only part of their style story, there's value too, in the soft feel of the Rayon Crepe...the way it takes to pleats and precision detail...the fact that it's hand-washable in hot water. **Correct Fit...Guaranteed!**

Misses' and Women's Sizes: 12-14, 16, 18, 20, 38, 40 only. State size and color. Shipping weight, 1 lb. 4 oz.

◆ 31N14206 - White Stripes on Jacket Blue, Sage Green or Luggage Brown... \$4.98

◆ 31N14208 - White Dots on Luggage Brown, Sage Green or Navy... \$4.98

It's easy to order from Sears

—Check Your Size...see size measurements Page 998. It's easy to get correct fit by mail, phone or through Sears Order Offices.
—Available on Sears Easy Payment Plan...see inside back cover.

Kerrybrooke •
SHIRTSOCK

*Kerrybrooke is Sears trade name for
Casual Clothes . . . styled to the min-
ute, you can wear them for years

Best
Quality

\$7.98

We believe many others will ask \$8.98 for
this Classic in finest rayon crepe with stud
buttons and superior dressmaker detail

There is an unmistakable look of quality to the Rayon Crepe
fabric we have used. It has the firm weave and rich texture that
takes color so well . . . that dry cleans magically that makes cer-
tain the fashion future of this frock. Beautiful antique-mounted
stud buttons add sparkle and distinction. Simulated tucks
with the green version; sapphire brings out the warm
of the blue and matching color stripes accent the rose. A beautiful
dress . . . easy to wear . . . with our comfortable action back. The
dressmaker finish and fit of a real classic.

Colors: Sage Green, Dusty Rose, or Light Navy. Misses' and
Women's Sizes: 12, 14, 16, 18, 20, 38, 40 only. State size, color
and spring weight, 1 pound 6 ounces.

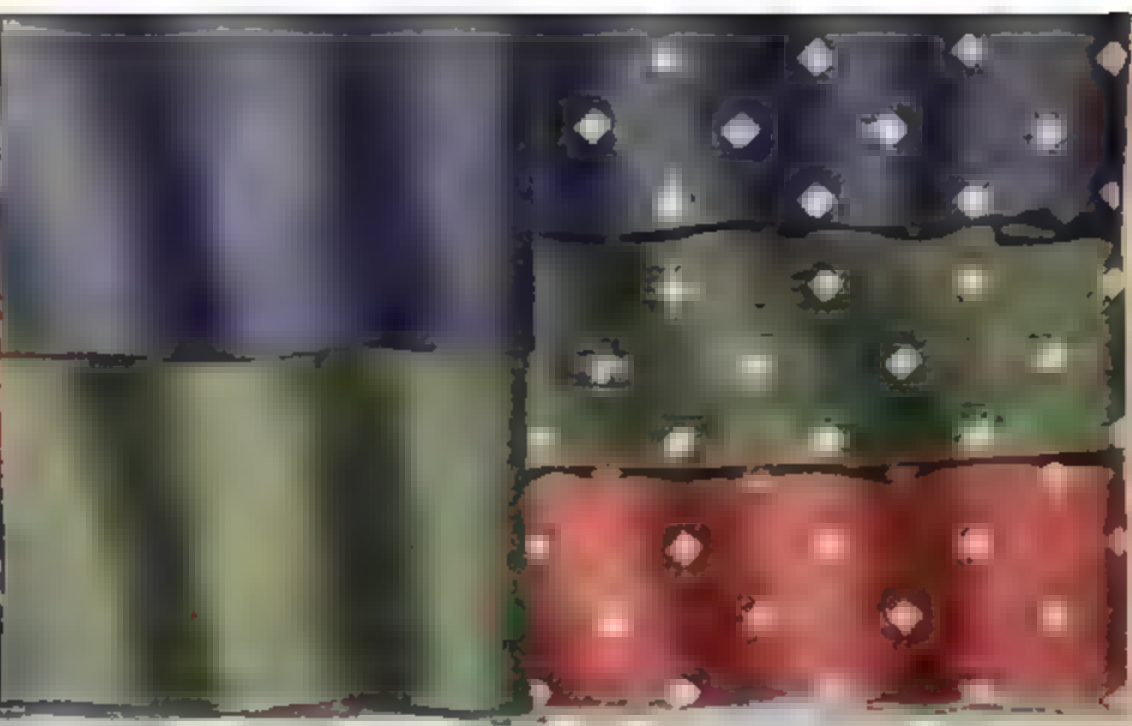
◆ 31 NL 4204 . . . \$7.98

Your orders usually arrive in a few days

-All garments on these two pages marked ◆ are now shipped from
Kansas City or New York, whichever is nearer you. Order and pay
only from your nearest Sears Mail Order Store.



One-button Dress Fabrics



Two-piece Suit Dress Fabric

We believe after intensive national comparisons that these are

The Best \$4.98 Dresses in America

\$4.98
Each

Two of your favorite fashions—styled to the minute—wearable for years. They are the smart, plunging neckline dress and the two-piece suit dress. By actual number bought, American women have chosen them as classics... the kind of clothes you wear and prize for more than a single season. No effort has been spared to make them the best \$4.98 dresses you can buy. We cut them in firm weave Rayon Shantung that washes like magic. We built them with all the finest dressmaker finish that dresses costing from \$5.98 to \$10.98 have. We had them made with the tailoring details to make mail order history... to prove for all time, you save when you buy by Mail.



Back views
of Dresses on
opposite page

We know of no other One Dress anywhere near our price with All these dressmaking details



Kerrybrooke 2-piece suit-dress in Rayon Shantung is first favorite because of its practical charm. The separate jacket has a softly bloused bodice with set-in belt that ties. Large patch pockets and upper tab pockets give it the "suit look." Extra depth box pleats give grace and width to the skirt front. May be worn with the detachable white dickey or your own blouse.

Colors: Print in Cadet Blue-and-White, Green-and-White or Rose-and-White. **Misses' Sizes:** 12, 14, 16, 18, 20. State size and color.

◆ 31 NL 4210—Shpg. wt., 1 lb. 6 oz. \$4.98

Kerrybrooke one-button dress in Rayon Shantung with plunging neckline stopped by the single large button. There is a casual pointed collar, flatteringly soft bodice and a clever skirt yoke. State size, color, Shpg. wt., ea., 1 lb. 4 oz.

Misses' Sizes: 12, 14, 16, 18, 20.

◆ 31 NL 4212—Print, Green-and-White, Cadet Blue-and-White or Rose-and-White... \$4.98

Women's Sizes: 34, 36, 38, 40, 42, 44.

◆ 31 NL 4670—Print, Green-and-White, Cadet Blue-and-White, Rose-and-White... \$4.98

◆ 31 NL 4672—Plain, Green, Cadet Blue \$4.98

It's easy to order from Sears... your orders usually arrive in a few days

—Check Your Size... see size measurements page 998. It's easy to get correct fit by mail, phone or through Sears Order Offices. Available on Easy Terms, see inside back cover for details.

—Garments marked ◆ on these two pages are shipped from Kansas City or New York whichever is nearer you. Order and pay postage only from your nearest Sears Mail Order House.

Materials illustrated are described in Millinery section



Kerrybrooke
one-button
Dress
\$498



Kerrybrooke
2-piece
Suit-Dress
\$498

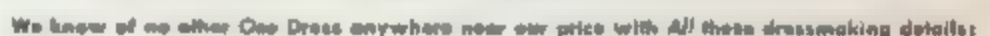
Kerrybrooke
CASUAL DRESSES



Women's Dress Fabric

The Best \$498 Dresses in America

Two more of your favorite fashions . . . styled to the minute . . . wearable for years! They are the soft shirtwaist with unpressed-pleat skirt and the shirtwaist with flared bodice. By actual number bought, American women have chosen them as classics — the good clothes you wear and prize for more than a single season! No effort has been spared to make them the best \$4.98 dresses you can buy. We cut them in a beautiful Rayon Crepe that washes like magic. We built them with all the dressmaker finish that dresses costing from \$5.98 to \$10.98 have. We had them made with the tailoring details to prove for all time, you save when you buy by mail.

[illegible]

It's easy to order from Sears — your orders usually arrive in a few days.

Dresses marked * on these two pages are shipped
direct from Kansas City or New York.
A. J. T. M. Order and pay post
32c if you put nearest Sears Mail Order House

See index for Map, Book, Colors illustrated on these pages



Kerrybrooke
Misses'
Print Dress
\$498

Kerrybrooke
Women's
Dotted Dress
\$498

Kerrybrooke
CASUAL DRESSES



POWDER ROSE

Kerrybrooke
CASUAL DRESSES

Kerrybrooke
Buttonfront
Classic Dress

\$498

Kerrybrooke
Tucked Front
Shirtrock

\$498

CHAMON YELLOW

POWDER BLUE

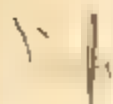
AQUA GREEN

We believe after intensive national comparisons that these are
The Best \$4.98 Dresses in America

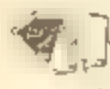
Still two more of your favorite fashions . . . styled to the minute, wearable for years. These are the tucked-bosom frock and the new swing-flare buttonfront. By the actual number bought, American women have chosen them as classics the good clothes you wear and prize for more than a single season. No effort has been spared to make them the best \$4.98 dresses you can buy. We cut them in a slick and crisp Rayon that washes like magic. We had them made with all the dressmaking touches dresses costing from \$5.98 to \$10.98 have. We built into them tailoring details to make mail order history . . . to prove that you save when you buy by mail at Sears.

\$4.98
Each

We know of no other One Dress anywhere near our price with All these dressmaking details:



Ample zipper pockets



Stiffened, backed belts



Lingerie-style drop hem



Shaped shoulder pads



3/4-inch pinked side seams



Non-revolving button holes



Dresses carefully inspected



Hand washable in size

Kerrybrooke button-front classic dress in Rayon Crepe with simple lines that flow evenly from the shirt yoke shoulders to the well-defined waistline. Unpressed pleats give the skirt a swing flare. Its double rows of stitching . . . big bust pockets and transparent buttons add a quality look.

Colors: Chamon Yellow, Powder Blue or Powder Rose. State size and color. Shipping weight, 1 pound 6 ounces.

◆ 31 NL 4214—Misses Sizes 12 to 20 \$4.98
 ◆ 31 NL 4675—Women's Sizes 34 to 44 \$4.98

Kerrybrooke tucked-front shirtfrock in Rayon Crepe with lovely pearl-like buttons on the bodice. We were particular, too, about the unvertible collar and the extra set-in bow to wear at a high neckline . . . the smart pearl-like button cuff links. The shoulder yoke in back releases soft gathered fulness. Stretchable belt nips in waist. Skirt is bus-pleated in front.

Colors: Powder Blue or Rose, or Aqua Green 705. Women's Sizes: 34, 36, 38, 40, 42, 44. State size, color. Shpg. wt., 1 lb. 6 oz. ◆ 31 NL 4674. . . \$4.98



Back views of Dresses on opposite page

It's easy to order from Sears . . . your orders usually arrive in a few days

- Check your size . . . see size measurements page 998. It's easy to get correct fit by mail.
- To see the color . . . see a number shows color name. See Color Graph in back of book.
- Available on Easy Terms, inside back cover

- All garments marked ◆ on these two pages are shipped from Kansas City or New York . . . whichever is nearer you. Order and pay postage only from your nearest Sears Mail Order House.



Long-coat ensembles... All-occasion costumes

\$6⁹⁸

Navy or Black Sheer Coat over a smart print Slip

Fashionable Charmode Costume, pleated skirt-front coat in plain Rayon Sheer to wear over the matching color rayon slip with matching belt. The coat has self-lap, notched collar, the belt is heavy, decorative and does a trim job at the waistline. The skirt is a smart belted with a full skirt. The sleeves are three-quarter length. The fabric is dry cleanable. The complete ensemble is a wise fashion investment.

Colors: Navy or Black. State size and color. Shipping weight 1 lb. 12 oz.

◆ 31 NL 4676—Women's Sizes 34-36, 38, 40, 42 and 44 \$6 98

◆ 31 NL 4773—Stout Women's Sizes 40, 41, 43, 45, 47, 49, 51 and 53 \$6 98



\$9⁹⁸ \$2 Down on Cash Easy Terms

Rayon Ensemble Coat with a youthful Dress

This Charmode ensemble has the superior finish and fine styling you'd expect to pay much more for! Its white edged notched collar, the skirt and the skirt hemline, waistline, and shoulder line. The pleated skirt is a smart belted by way of a full skirt. The sleeves are three-quarter length. The fabric is dry cleanable. The complete ensemble is a wise fashion investment.

Colors: Navy or Black. State size and color. Shipping weight 1 lb. 12 oz.

◆ 31 NL 4678—Women's Sizes 34 to 44

◆ 31 NL 4774—Stout Women's Sizes 40 to 53 \$9 98



\$8⁹⁸

Striped Navy and White Dress with a Navy Coat

Charmode Rayon ensemble that features it with the same material as the skirt. The coat has a notched collar, the skirt and the skirt hemline, waistline, and shoulder line. The pleated skirt is a smart belted by way of a full skirt. The sleeves are three-quarter length. The fabric is dry cleanable. The complete ensemble is a wise fashion investment.

Colors: Navy or Black. State size and color. Shipping weight 1 lb. 12 oz.

◆ 31 NL 4218—Women's Sizes 34 to 44 \$8 98



It's easy to order from Sears... your orders usually arrive in a few days

Check your size—see measurements, page 998. Color number—see color chart, page 999. For Easy Terms, we ship so back, DOWRY, if desired.

Gowns marked ◆ on some W. pages are shipped in 10 days. For New York, W. pages are shipped in 10 days. Shipping and all postage from nearest Sears Mail Order House.



Charmode dress-up frocks with quality fabric, finish

\$798

Tucked bodice Charmode in Rayon Crepe Romaine

A solid panel of tucking gives a look of ruary to this soft cross-over bodice. You can catch the neckline back with ups as shown . . . and wear it high or low. Slim-waist look comes from an interesting microf yoke that fits low over the hips. Softly shirred fullness drapes to the skirt. Four decorative fabric loops guide the long tie-front sash. The beautiful quality Rayon fabric dry cleans . . . and takes the deep colors very well. Sizes 12 to 20 will want this dress for important occasions in spring and summer.

Colors: Red 311, Navy or Black.
Misses' Sizes: 12, 14, 16, 18, 20. State size, color, shipping weight, 1 lb. 8 oz.

431 NL 4220 \$7 98

\$798

Young whirl-skirt Frock in fine Rayon Crepe Romaine

Youth and charm translated into whirling peats for the Charmode version of a smash success! Elongated bodice and the lowered waistline gave the new longer look. Figure moulding drapery is released from shoulder starting and caught into a solid shirred triangle at the waist. The neckline drapes high or low. Contrasting-color corsage points out the interesting new side sweep. Fabric dry cleans. This dress is a marvel in styling and finest quality dressmaking detail. It proves it pays to buy the best in fashion from Sears—you save money enough to buy all your accessories.

Colors: Cadet Blue 575 or Black. Misses' sizes: 12, 14, 16, 18, 20. State size and color, shipping weight, 1 pound 6 ounces.

431 NL 4222 \$7 98

\$798

Spaghetti loop Dress in Rayon Crepe Romaine

Double rows of self fabric "spaghetti" loops sweeping down from the shoulders to the concealed pockets emphasize the long torso line of this Charmode late dress. The neckline is cut high, as a perfect background for your glitter jewelry. The bracelet length, push-up sleeves the waist defining front to back, the cleverly dared skirt, all accent its youthful lines. The Rayon fabric dry cleans well. Colors: Red 311, Cadet Blue 575 or Black. Misses' Sizes: 12, 14, 16, 18, 20. State size and color, shipping weight, 1 lb. 6 oz.

431 NL 4224 \$7 98



Two-piece Suit Dresses

Our most important new Charmode Dresses
Carefully tailored in Rayon Crepe Romaine
Perfect for sizes 12 to 20 to wear right
now under a coat... later alone as a suit

\$7.98
Each

We believe many
others will ask
\$8.98

Ⓐ The flaring peplum Suit Dress

The news in spring silhouettes is the peplum. This 2-piece suit dress in a quality dry-cleanable Rayon Crepe Romaine is a copy of a higher-priced model and a style leader. Graceful, rippling peplum at a nipped-in waist. The classic plunging neckline with detachable white collar is stopped by a novelty button that, with two on the waistband, forms an interesting triangle. Flaring gored skirt is made on a waistband. The two pieces weigh no more than a dress. Yet, far from it, a suit makes them a wardrobe mainstay. Fine workmanship combined with fine fabric and the season's smartest styling make this Suit Dress a reason to buy fashion by M. S. at Sears.

Colors: Black or Navy. Misses' Sizes: 12, 14, 16, 18, 20. State size and color.

Ⓐ 31 NL 4228—Shpg. wt., 1 lb. 8 oz. \$7.98

Ⓑ The tie-belt Suit Dress

For dress-up occasions, a soft dressmaker Suit Dress in quality Rayon Crepe Romaine that dry-cleans beautifully. The jacket-type top is softly bloused with set-in tie belt. Self-fabric covered buttons and large patch pockets are style points of note. Detachable pastel Rayon Bengaline collar and cuffs have self edging of fine pleating. The skirt is separate, on its own snug waistband. Expensive dressmaker detailing, the care in workmanship found in this Suit Dress are typical of Sears fashions. Every one is styled to the minute...wearable for years! Every one is priced to appeal to dollar-wise women...to prove you save when you buy fashions by M. S.

Colors: Black or Navy. Misses' Sizes: 12, 14, 16, 18, 20. State size and color.

Ⓑ 31 NL 4226—Shpg. wt., 1 lb. 8 oz. \$7.98

For Hats... Bags... Gloves and Shoes
see the index in back of the book



Newest dark or printed Charmode Sheers

Quality Rayon Sheers beautifully cut and finished for Sizes 12 to 20
Styled to the minute . . . so good you can wear them for years

All season Jacket Dress \$7.98

A Charmode favorite in quality Rayon Crepe Romaine. This jacket dress begins its career in the spring and goes right through summer. The smart young jacket, with a white detachable collar and pearl buttons uses self-fabric ruching to form the pockets. Its basic dress may be importantly worn as a separate dress. Unpressed pleats add grace to the skirt front. (Dry cleans. Colors: Navy or Black. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 2 lbs. ♦ 31 NL 4230 \$7.98

Sheer Dress and Slip \$4.98

Famous cascade trim achieves the softest flattery on this dressy Triple Sheer Rayon frock. Frill ripples out from shoulder seams and forms a graceful V neckline you can wear low or demurely high. Fashion's slim midriff is further emphasized by the pointed hip yoke and low-placed skirt fulness. Complete with matching satin-finish cotton slip. (Dry cleans. Colors: Black or Navy. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 1 pound 6 ounces. ♦ 31 NL 4232 . . . \$4.98

Bemberg Rayon Frock \$3.98

Every clever trick of figure-flattery went into this charming Bemberg Rayon print dress. The dainty frilled and lace-edged white organdy collar forms a becoming V neckline. Bodice top is long and slenderizing with two points that extend well down toward your hips before they release soft unpressed pleats. Washable in Lux. Colors: White Prints on Navy, Powder Blue, Rose grounds. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 1 lb. 4 oz. ♦ 31 NL 4234 . . . \$3.98

Bemberg Rayon Dress \$4.98

The fragile, summery-looking white print-on-color sheer dress is perfect for dressy wear. Fashion features are four pockets, formed by shirred self-ruching, and self-covered buttons from neck to waist. Beautiful detailing adds to the smart tailored air. There is a detachable white collar and pleated skirt front. (Dry clean. Colors: Navy, Sunset Rose or Powder Blue grounds. Misses' Sizes: 12, 14, 16, 18, 20. State size and color. Shipping weight, 1 pound 6 ounces. ♦ 31 NL 4236 . . . \$4.98

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Check Your Size . . . see size measurements, page 798.
It's easy to get correct at our Sears-Roebuck.
For explanation of washing terms, see page 1001

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or New York, whichever is nearer. Order and pay
in advance from your nearest Sears Mail Order House



Only **4⁹⁸** Each for the most outstanding Fashions

Save on important Charmode dress-up frocks...buy by mail from Sears

Tucked Shirtfrock

A good dress suit is styled in our best quality rayon crepe. Removable yoke and buttoned panels slash at the shoulder yoke and extend to a lowered neckline. The ease pleats flare in the skirt. Bottom hem a line high or wear it low. Gracious and simple in style, it is a lovely little frock. Colors: Camel Blue \$25 or \$35. Misses' Sizes: 12 14 16 18 20. State size, color. Shipping weight, 1 lb. 6 oz. **◆ 31 NL 4238 \$4 98**

Lace border Apron

Perfect dress up with a ray of sunshine. This apron is made of fine quality rayon crepe. It has a lace border and a small pocket. Colors: Black only. Misses' Sizes: 12 14 16 18 20. State size. Shipping weight, 1 lb. 4 oz. **◆ 31 NL 4240 \$4 98**

Applique flower Frock

A beautiful V-neck, long-sleeved frock made of fine quality rayon crepe. It has a small pocket and a small pocket. Colors: Black or Navy. Misses' Sizes: 12 14 16 18 20. State size, color. Shipping weight, 1 lb. 6 oz. **◆ 31 NL 4242 \$4 98**

Pleat-tucked Dress

You like it so much we have a new version. This popular dress is made of fine quality rayon crepe. It has a small pocket and a small pocket. Colors: Black Navy or M. Grey. Misses' Sizes: 12 14 16 18 20. State size, color. Shipping weight, 1 lb. 2 oz. **◆ 31 NL 4246 \$4 98**

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Check your size...Color numbers...

Garments marked...New York...



Hit Frocks of the new season at a
 "more for your money" low price.
 Becoming styles for sizes 12 to 20

\$4.49
 Each

We believe many others will too **\$5.59**

Ⓐ Dotted Rayon

A flurry of White dots on Navy or Medium Green Rayon. Basic lines and a generously cut swirling all-around pleated skirt emphasize value. Crushed girdle meets and loops at center front. A marvel to find at just \$4.49. Dry cleanable. Colors: White Dot or Navy or Medium Green. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 1 lb. 6 oz. ♦31NL4248-\$4.49

Ⓑ Suit Dress

Looks like a suit and really is a 2-piece. This style is a proven success in linen-like Rayon. Detachable white cotton dickey, big patch pockets, and gored skirt add to its youthful appeal. Tailored to perfection. Dry cleanable. Colors: Medium Brown or Navy. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 1 lb. 6 oz. ♦31NL4250-\$4.49

Ⓒ Cascade frill

The dress women are talking about. Soft full cascades becomingly from shoulder seams. Full skirt is set on pointed waist yoke. Rayon Crepe is printed with a Sears original sword and bloom print. Hand washable in Lux. Colors: White Print on Kedior Brt Blue. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 1 lb. 6 oz. ♦31NL4252-\$4.49

Ⓓ Buttonfront

An easy to get in to buttonfront dress with something extra added. The smart all around pleated skirt. The crisp Pique over-collar that defines are the features of this best seller! Done in a smooth Rayon that tailors beautifully. Dry cleanable. Colors: Copen Blue 607 or Dusty Rose 509. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 1 lb. 6 oz. ♦31NL4254-\$4.49

Ⓔ With 2 collars

V neck best seller with a Pique collar for everyday wear and the finest Organdy collar for party going! In a fine dry cleanable Rayon Romaine fabric, this dress will soon become your favorite. Note graceful unpresmed skirt pleats and easy drapes through bodice. Colors: Navy or Black. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 1 lb. 6 oz. ♦31NL4256-\$4.49





\$3.98
each

We believe every other will get **\$4.89**

Sears Success Dresses

Proven best sellers women everywhere will want

Yours . . . to buy by mail from Sears-Roebuck . . . and save

V-neck Frock in Printed Rayon

Interesting bias cut of stripes gives a youthful air to this dress. V-neckline. Short sleeves. Full skirt. Rayon. Washable. Colors: White, Navy, Red, Green. Misses Sizes: 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100. State size color. Shipping wt. 4 lb. **◆ 3 NL 4258 \$3.98**

Dickey Dress in Rayon Gabardine

Interesting bias cut of stripes gives a youthful air to this dress. V-neckline. Short sleeves. Full skirt. Rayon. Washable. Colors: White, Navy, Red, Green. Misses Sizes: 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100. State size color. Shipping wt. 4 lb. **◆ 31 NL 4266 \$3.98**

Dimple type in a Striped Rayon

Interesting bias cut of stripes gives a youthful air to this dress. V-neckline. Short sleeves. Full skirt. Rayon. Washable. Colors: White, Navy, Red, Green. Misses Sizes: 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100. State size color. Shipping wt. 4 lb. **◆ 31 NL 4267 \$3.98**

Tucked Front Frock in Rayon Poplin

A style repeated season after season because women want it. V-neckline. Short sleeves. Full skirt. Rayon. Washable. Colors: White, Navy, Red, Green. Misses Sizes: 14, 16, 18, 20, 22, 24, 26, 28, 30, 32, 34, 36, 38, 40, 42, 44, 46, 48, 50, 52, 54, 56, 58, 60, 62, 64, 66, 68, 70, 72, 74, 76, 78, 80, 82, 84, 86, 88, 90, 92, 94, 96, 98, 100. State size color. Shipping wt. 4 lb. **◆ 31 NL 479B \$3.98**



Rayon Shantung

Fabric that tailors to perfection
Beautifully styled for sizes 12 to 20

\$3.98

Each

We believe many others will ask **\$4.89**

Non-Crush Rayon

Looks like Linen and is Crown-Tester
for washability. For sizes 12 to 20

A two-piece Suit Dress

Looks like a suit . . . weighs no more than a dress . . . and goes everywhere. The tailored jacket has short sleeves, patch pockets. Skirt has front box pleats. In the smart dark colors you like, this suit of firm weave Shantung will give you more than one season's wear. Detachable white collar, contrasting buttons. Dry clean.

Colors: Dark Brown or Dark Green. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 1 pound 6 ounces.

◆ 31 NL 4264 . . . \$3.98

Our perfect Buttonfront

'Everybody's Dress' in good quality 'Shantung, washable, wearable, fashionable.' You'll like the good looking Palm Tree print and the very young air this dress has. Unpressed pleats achieve a swing flare for the skirt. Smartly angled pockets button down. The detachable collar and buttons are white. Self-fabric tie-belt.

Colors: Medium Green with White or Luggage Brown with White. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping weight, 1 lb. 6 oz.

◆ 31 NL 4266 . . . \$3.98

4-point midriff Frock

One of the season's youngest and most wearable dresses. Expertly designed with notched collar that rolls to a casual deep V-line. The figure-revealing midriff releases stirring bodice above . . . and young swirling skirt fullness below. Self belt ties in the center front. The linen-like Rayon fabric takes color beautifully.

Colors: Aqua Blue 655 or Deep Rose 36.

Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shipping wt., 1 lb. 4 oz.

◆ 31 NL 4270 . . . \$3.98

Sunflower print Dress

The vogue for large patterned print in the new casual classic with deep plunging neckline. Skirt fullness introduced below youthfully cut deep hip yoke. The bright belt is contrasting in color. Non-crushable, washable linen-like Rayon fabric has an expensive look. Styled to the minute, this frock is wearable for years.

Colors: Wine Red and White or Navy and White. Misses' Sizes: 12, 14, 16, 18, 20. State size and color. Shipping weight, 1 pound 6 ounces.

◆ 31 NL 4268 . . . \$3.98

Easy ordering . . . Buy by mail at Sears and save

-Check your size . . . see size measurements on page 998.
-Color numbers refer to Color-Graph in the first green index page in back of book.
-For explanation of washing terms see Page 100.

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□ PAGE 43 DRESSES



\$2.98
Each

We believe many others will ask ~~\$3.49~~

Fashion-right...wearable Rayons at one popular price. For sizes 12 to 20

All fashions are available on Sears Easy Payment Plan, see inside back cover

- ⓑ Checked for success**
Two-piece suit dress in crisp Rayon Sharkskin goes everywhere. Trimly fitted, it has a long-line jacket with a detachable white collar, a set-in belt. Flap pocket trim. Composition button trim. Cored skirt. Two-tone check. Wash in Lux.
Colors: Black-and-White or Red-and-White. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. \$2.98
*31 NL 4280-Shpg. wt., 1 lb. 6 oz.
- Ⓒ Young Basic Dress**
Styled with such smart simplicity you can wear it for many different occasions. A white flower accents the surplice neck. Slenderizing midriff yoke, with tie-back belt, releases deep skirt front pleats. In Rayon with a linen-like finish. Dry clean.
Colors: Black or Copen Blue 607. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 1 lb. 2 oz.
*31 NL 4282 ... \$2.98
- Ⓓ Two-color button-front**
There's figure-magic in the slenderizing lines of this two-tone success dress. The clever white panel broadens your shoulders, subtracts from your hips. Well-tailored in linen-like Rayon in a choice of two smart color contrasts. Dry clean.
Colors: White with Navy or Emerald Green. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. \$2.98
*31 NL 4278—Shpg. wt., 1 lb. 4 oz.
- Ⓐ Whirling Skirt casual**
One of the season's most important versions of the free and easy to wear casual classic. The deep rolling collar is cut on new lines. A whirling flared skirt has slash pockets. Bright Green buttons repeat tone of belt. Rayon Sharkskin, hand washable in Lux.
Color: White only. Misses' Sizes: 12, 14, 16, 18, 20. Shpg. wt., 1 lb. 6 oz.
*31 NL 4272—State size \$2.98
- Ⓔ Style-wise stripes**
The popular shirtwaist dress in a stripe to flatter your figure. It has a waist-whittling wide midriff, detachable Pique collar, Bishop sleeves. Unpressed pleats flare the skirt. The Rayon washes in Lux.
Colors: White Stripe on Black, Teal Blue or Dusty Rose.
Misses' Sizes: 12, 14, 16, 18, 20. State size, color. Shpg. wt., 1 lb. 2 oz.
*31 NL 4274 ... \$2.98
- Ⓕ New shoulder interest**
The new dropped-shoulder line is suggested in a white band inset running across the bodice front and sleeves of this ring-dot Rayon print. White detachable collar accents the becoming V neckline. Harmonizing leather-like trim on belt. Hand washable in Lux.
Colors: Copen-and-White or Rose-and-White. Misses' Sizes: 12, 14, 16, 18, 20. State size, color. \$2.98
*31 NL 4276—Shpg. wt., 1 lb. 4 oz.

It's easy to order from Sears.

- Check your size. See measurements, page 998.
- To see the color. Color numbers refer to Color Graph, preceding green section in back of book.
- For explanation of washing terms, see page 1001.

Buy fashions by mail and save

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**Smart new Rayon Dresses
budget priced and nicely
finished for Sizes 34 to 44**

\$2.98
Each

We believe many others will ask... **\$3.49**

For Easy Terms see complete details on inside back cover

Ⓐ For dressy occasions

The softly draped shoulder yoke of this floral print Rayon dress lends elegance to its simple, basic lines. A flattering neckline edged in white has a novelty pin for accent. There is a self-fabric belt that buckles in front. Short sleeves. Trimly fitted through the waist, it flares out in a gored skirt.
Colors: White Print on Aqua or Rose. Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, 1 pound 6 ounces.
Ⓐ 31 NL 4682 \$2.98

Ⓑ Rayon Sharkskin

New tricks of design make the classic button-front favorite more flattering than ever. Slanted novelty pockets add interest to the bodice lines; and shirring just above the belt adds soft fullness to slenderize your waistline. Front pleated skirt for young swing. Hand washable in Lux.
Women's Sizes: 34, 36, 38, 40, 42, 44. State size. Shipping weight, 1 pound 4 ounces.
Ⓑ 31 NL 4688—Black-and-White Check
Ⓑ 31 NL 4689—Plain White \$2.98

Ⓒ Slender pin stripes

Jewel-like stud buttons accent the trim bodice of this tailored short-waist dress. It has the neat convertible collar, flap pocket and gored skirt you expect in a well-made classic. A slenderizing Rayon dress that's trim and flattering to your figure . . . that proves you save when you buy by mail.
Colors: White Stripe on Navy or Teal. Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, 1 pound 4 ounces.
Ⓒ 31 NL 4684 \$2.98

Ⓓ Slimming stripes

The clever use of its novel border stripe pattern gives this classic dress an expensive look. The long line, buttoning from neck to hem, makes you look taller and more slender. Beautifully tailored with shoulder yoke, skirt pleats, open neckline. Dry cleanable.
Colors: White Stripes on Luggage Brown or Copen Blue. Women's Sizes: 34, 36, 38, 40, 42, 44. State size, color. Shipping weight, 1 pound 4 ounces.
Ⓓ 31 NL 4686 \$2.98

Ⓔ Rayon Crepe or Sheer

The Basic Dress is a real value in this beautifully designed print in French-type Crepe or Bemberg Rayon. Simple, slimming lines include a V-neck, front shirring to accent the slender waistline, and a graceful, gored skirt. Novelty pin. Hand washable in Lux.
Colors: Novelty Print on Navy or Rose. Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, 1 pound 4 ounces.
Ⓔ 31 NL 4690—Rayon Crepe. \$2.98
Ⓔ 31 NL 4691—Bemberg \$2.98

Ⓕ All-season success

Your favorite classic polka dots sparkle on one of our most popular dresses. A white cotton pique collar accents the double-breasted effect bodice. It has shirred shoulders, and soft unpressed pleats across the skirt front. Fine quality Rayon, styled to the minute; wearable for all occasions.
Colors: White dots on Navy or Dusty Rose. Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Ship. wt., 1 lb. 5 oz.
Ⓕ 31 NL 4680 \$2.98





Jackets make Costumes of these Charmode Frocks

\$6.98

A novelty stripe Suit in Rayon Shantung

You would expect to pay dollars more for this smart Charmode V-neck frock with its own matching jacket. Stitched down pleats in dress skirt form panels that contrast with crosswise bands on bodice of dress and on jacket. The jacket fits smoothly through the waist and hips and has a trim line of buttons down the front. Shoulder flower in white sets off the printed stripe. There is a graceful look to the softly pleated skirt and a two-inch hem. The fabric is dry-cleanable. Workmanship and finish are superior. The addition of a jacket makes this dress an outfit to wear from early spring through the entire summer! For Hat and Gloves shown, see Index in back of book.

Colors: Brown with White or Navy with White.

Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, 1 pound 12 ounces.

◆ 31 NL 4692.....\$6.98



\$6.98

Rayon Crepe Romaine Dress with design tucked jacket

A perfect Charmode woman's dress for important spring occasions. The slimming dress has a fresh white detachable collar. Soft shoulder darts release fullness through the bust which tapers to an easy-fitting waistline. Pleats are centered in the skirt front. The fashion-right jacket has beautiful tucking in a petal design. It is hip length . . . and closes with two buttons placed low to show the dress front. From the expensive looking spray pin on the jacket shoulder, to the two-inch hem in the dress . . . this ensemble is a masterpiece of fine tailoring and superb styling. The beautiful smooth-texture Rayon fabric dry cleans very well. For Hat shown, see Millinery pages.

Colors: Navy or Black.

Women's Sizes: 34, 36, 38, 40, 42, 44. State size, color. Shipping weight, 1 pound 12 ounces.

◆ 31 NL 4694.....\$6.98



\$6.98

Popular "snow dots" on soft Rayon Crepe

Casual roll-back collar on this Charmode dress with its own matching jacket in the new longer length. The dress has classically simple lines and an all-around pleated skirt. Jacket is collarless and a trim set-in belt moulds the waistline. There are three smart white buttons across the jacket front. Jacket can be worn over other spring and summer frocks. The quality fabric is hand washable in Lux. Fine dressmaker detailing make this an excellent buy for \$6.98. Yours . . . to prove it pays to buy fashions by mail from Sears. For Hat and white Gloves shown, see Index.

Colors: White Dots on Cadet Blue, Navy or Black.

Women's Sizes: 34, 36, 38, 40, 42, 44. State size, color. Shipping weight, 1 lb. 10 oz.

◆ 31 NL 4695.....\$6.98





Youthful Spring Dresses with a luxury look

\$6.98

Cascade frill on a woman's quality Rayon Crepe Frock

Soft Rayon Lace, dyed to match the fabric, edges the full frill around the V-neckline of this Charmode dress-up frock. It is repeated in the edging on the short sleeves. A pale pastel flower contrasts with the dark color of the dress. Full, rippling skirt and evenly distributed gores add to the slimming effect. Pinked side seams, and a generous two-inch hem for easy adjustment are finish features of this frock! Dry cleans very well. This is a dress you'd expect to pay much more for. Its style, detail, fabric and workmanship show how you save when you buy by Mail.

Colors: Black or Navy. Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, 1 pound 6 ounces.

◆31 NL 4696.....\$6.98

\$7.98

Flower printed or plain color Rayon Jersey Frock

A beautiful wrinkle-resistant fabric is used for this simple Charmode V-neckline dress. Full draped surplice bodice and 7-gore skirt show up the fine draping quality of the hand washable Rayon Jersey. The careful cut and excellent workmanship that includes pinked side seams and fine finishing details are extra value features you'd expect to find only in dresses costing much more! Pointed midriff line is slimming, skirt has a youthful flare. Self-fabric belt has covered buckle.

Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, each, 1 pound 6 ounces.

◆31 NL 4698—White with Bright Floral Print.....\$7.98

◆31 NL 4699—Solid Black or White.....\$7.98

\$8.98

Dressmaker tucks add beauty to a quality Rayon Dress

Chevron tucking on the bodice of this Charmode frock slims and becomes you. The tucks are repeated in the long panel down the skirt front. A pair of lovely gilt-finished clips at the neckline... and the studded clasp on the self-fabric belt highlight the smart simplicity of the frock. The side seams are pinked; the hem is generous for easy adjustment. Carefully styled... cut in our finest quality Rayon Crepe... Beautifully finished, it is a dress others would ask much more for. Dry cleans well. It pays to buy fashions by Mail.

Colors: Black, Navy or Dusty Rose 209. Women's Sizes: 34, 36, 38, 40, 42, 44. State size, color. Shpg. wt., 1 lb. 6 oz.

◆31 NL 4700.....\$8.98

It's easy to order from Sears... your orders usually arrive in a few days

—Check your size... see measurements, page 998. Color numbers refer to Color-Graph in back of this catalog.
—For Easy Terms, see inside back cover.
—Explanation of washing terms, page 1001.

—Garments marked ◆ on these two pages shipped direct from Kansas City or New York, whichever is nearer you. Order and pay postage from your nearest Sears Mail Order House.

For the stunning Hats, Gloves and Bags shown on this page... turn to index in back of book.

□ PAGE 47 DRESSES



Charmode Sheer Dresses

Smart Ensembles and separate Dresses in
flattering flower and scroll print Rayons

Sheer Jacket Dress

\$5⁹⁸
2-pc.

A woman's favorite style in washable Bemberg Rayon Sheer, flower-printed. The dress is trimly fitted with soft fullness through bodice, and a slim front-pleated skirt. There is a self-fabric belt. Easy fitting jacket is trimmed around the neck and down the front with tiny rolled self-fabric loops... the same as are on the dress neckline. Jacket has short sleeves and two small handkerchief pockets below the smart shoulder tucks. The workmanship and finish of this frock are superior throughout.

Colors: Luggage Brown, Navy or Black, each with White Print. Women's Sizes: 34, 36, 38, 40, 42, 44. Be sure to state size and color. Shipping weight, 1 pound 8 ounces.

◆ 31 NL 4706.....\$5.98

Choice of two fabrics

\$3⁹⁸
Each

Bemberg Rayon Sheer or Rayon Crepe Dress for women, made new and exciting by bright folds of color at the V-neck that end in a gay cluster of self-fabric loops. Slim lines are achieved with tucks above the waist and stitched down pleats in the front skirt. Shirred shoulders insure good fit and soft flattery through the bodice. Shirring on the below-elbow sleeves keep them at a graceful length. Self-fabric belt. Dry cleans.

Colors: Medium Green, Copen Blue, each with White Print. Women's Sizes: 34, 36, 38, 40, 42, 44. State size and color. Shipping weight, 1 pound 4 ounces.

◆ 31 NL 4708-Rayon Sheer, \$3.98

◆ 31 NL 4709-Rayon Crepe, \$3.98

New printed Ensemble

\$5⁹⁸
2-pc.

Favorite twin print outfit for women and stout women. Slimming sheer Rayon coat comes with a printed-to-match Rayon slip. The slip is generously cut for freedom. Coat has paneled tucks from shoulder to hem and pleats in the skirt front. Lily of the valley spray for accent.

Colors: Monotone print on Navy, Rose, or Black. State size, color, shipping weight, each, 1 lb. 6 oz.

◆ 31 NL 4702—Women's Sizes: 34, 36, 38, 40, 42, 44.....\$5.98

◆ 31 NL 4779—Stout Women's Sizes: 39, 41, 43, 45, 47, 49, 51, 53. \$5.98

Cascade collar Dress

\$5⁹⁸

Rayon Sheer for a V-neck dress that women like to wear now and through the summer. The fabric ripples beautifully in the flattering new Cascade frill; skirt is many gored and graceful. It comes with its own matching slip in plain color Rayon Taffeta. Dry cleanable. There is a smart white flower for accent... a self-fabric belt... 3/4 length sleeves. A fashionable proof that you save when you buy by mail.

Colors: Navy or Medium Green, both with colorful Floral Print. Women's Sizes: 34, 36, 38, 40, 42, 44. State size, color.

◆ 31 NL 4704—Shipg. wt., 1 lb. 4 oz. \$5.98

Buy Fashions by mail at Sears... save enough to buy your accessories

The attractive hats... white gloves... and bags which are illustrated on this page can be found through the Index. For slips to wear with Sheers, see index pages, back of book.